

See our **website** for details of:
 ● Panasonic Group Code of Conduct
 ● Our Ethical Behavior Code

Explanation of terms:
 [*1 Privacy Mark]

A mark awarded to enterprises that are accredited by the Japan Information Processing Development Corporation as having put in place an appropriate personal information protection system.

[*2 The 5 S's]

A set of five Japanese words beginning with the letter 'S' and relating to tidiness, cleanliness, and orderliness.

Ensuring Information Security >>>

Towards appropriate information management

We have posted an information security officer to all business bases and domestic and overseas consolidated subsidiaries as a way of focusing energies on appropriate information management, which is an important corporate social responsibility. In fiscal 2008, we carried out a test to check information security management in Japan and overseas and carried out self-assessments on information security in all domestic departments, 105 domestic consolidated subsidiaries and 40 key overseas subsidiaries. Meanwhile, in October, Compliance Awareness Month, we took steps to reinforce action on information security. Toward an enhancement of the level of information security management, internal audits are carried out successively.

IT security measures and zone security measures

By strengthening security within our network, including at domestic and overseas consolidated subsidiaries, and by implementing a range of IT measures, we are taking action to prevent the leaking of confidential electronic information. Meanwhile, in our Osaka and Tokyo Head Offices, main showrooms, and other domestic bases, we have introduced a system of entry and exit via IC cards as part of a zoning strategy through which we are working energetically to protect confidential information through physical as well as electronic barriers.

Internal audit of confidential and personal information

Internal audit is a function of business operational supervision in which, independently of other administrative divisions, the appropriateness of corporate activity is inspected and evaluated from the perspectives of legal compliance and rational arrangement and recommendations for improvement are made. In recent years the Panasonic Electric Works Group has devoted particular attention to internal audit of information security as a way of raising the level of information security management. In fiscal 2008, a confidential information audit was carried out at key domestic and overseas sites, while a personal information audit was performed at all domestic departments and consolidated subsidiaries. As a result, information security practice is achieving full implementation.



Internal audit

Action on personal information protection

Personal information on customers obtained by our showrooms, through our website, or by other means is managed appropriately with access limited to authorized staff. At the same time, all Directors, executive officers, employees, agency staff, and consolidated subsidiaries undergo an Internet-based check test and training to ensure full implementation of personal information protection. Our Personal Information Protection Policy, which outlines our policy on protection and handling of personal information, has been published on our website since April 2005. A card printed with the Personal Information Protection Policy is distributed to all corporate officers, employees, and information security staff at our domestic consolidated subsidiaries to promote its full implementation at all business sites. The acquisition of the Privacy Mark*1 by domestic consolidated subsidiaries, which began in April 2005, has progressed further, with acquisition completed at a total of eight companies within the Panasonic Electric Works Group.



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Putting in place a management system to be proud of through acquisition of the Privacy Mark.

To handle the 50,000 or so repair jobs which we receive from customers each month, it holds a considerable amount of personal information in the form for instance of names and addresses. To ensure appropriate management of this information, we acquired the Privacy Mark in February 2007. We also undertook training and education in personal information protection for the subcontractors to whom we send repair work, and through this and other aspects of the preparation for acquisition of the mark, we feel that we have managed to build a comprehensive management system. At present, we have drawn up a list of check items centered on the 5S*2 activities, with affiliates competing with each other as part of efforts to raise the level of information management. Focused by the renewal inspection held once every two years, we are giving our best efforts so as to achieve a confident pass.