

## JTB Group Establishes Basic Policy on Customer Harassment

**Tokyo, Japan, March 06, 2025** – JTB Corp has formulated a Basic Policy on Customer Harassment for the entire JTB Group. This initiative stems from the belief that ensuring a safe and secure work environment for every employee is fundamental to providing exceptional experiences for customers. The policy is aimed at protecting staff while maintaining high standards of service.

The JTB Group, guided by its brand slogan "Perfect moments, always." strives to provide exceptional experiences through each of its employees. We are committed to sincerely listening to and addressing our customers' opinions and requests. However, we also recognize the need to protect our employees\* from customer harassment, which includes unreasonable demands and malicious behavior that exceed acceptable boundaries.

\*Note: The term "employees" refers to all individuals working within the JTB Group, including employees of our partner companies and temporary staff.

### ■ Definition of Customer Harassment

1. Unreasonable Complaints or Demands:  
Claims or requests that lack legitimate basis or justification
2. Inappropriate Methods of Expression:  
Socially unacceptable or disproportionate manner or means of expressing a demand, even when the underlying concern is valid
3. Potential Harm to Work Environment:  
Actions or behaviors that have the potential to negatively impact an employee's working conditions or create a hostile work environment

### ■ Actions Constituting Customer Harassment

The following behaviors are considered forms of customer harassment:

- Physical or Psychological Attacks:  
Assault, injury, threats, defamation, slander, insults, and verbal abuse
- Intimidating or Discriminatory Behavior:  
Intimidating or discriminatory language or actions, and demands that employees perform extreme acts of apology (e.g., prostrating oneself)
- Restrictive Actions:  
Refusal to leave premises, prolonged phone calls or lingering on premises, unlawful confinement, and repeated demands for the same explanation or repetition of the same request
- Personal Attacks or Demands on Employees:  
Posting of employees' personal information on social media, the internet, video platforms, or review sites, or publication of photos, audio, or video of employees without consent
- Unfounded Criticism:  
Posting of defamatory or slanderous content about individual employees or the JTB Group without factual basis
- Sexual Harassment:  
Voyeurism, inappropriate comments, stalking
- Coercion of Personal Information:  
Forcing employees to disclose personal contact information (including social media accounts) against their will

- Unreasonable Demands:  
Requests for product exchanges, financial compensation, or apologies without valid reasons, or demanding unreasonable or excessive services

This list is not exhaustive but provides a general overview of behaviors that JTB Group considers unacceptable.

#### ■ **Response When Customer Harassment Occurs**

When behavior constituting customer harassment is identified, we will respond firmly to protect our employees. Depending on the situation, we may:

- Issue a warning or caution to the customer
- Discontinue consultation or service provided by the affected employee if the behavior persists despite warnings or cautions
- Refuse, in some cases, to provide our services in accordance with our travel service terms and conditions, various regulations, and other company rules
- Consult with appropriate authorities such as the police or legal counsel and take strict measures as necessary in cases of malicious behavior or criminal acts

#### ■ **Support for Employees**

We are committed to supporting our employees through the following measures:

- Policy Implementation:  
Development of a comprehensive response manual for customer harassment incidents
- Education and Training:  
Conducting regular education and training sessions on customer harassment
- Support System:  
Establishment of a dedicated consultation service for customer harassment incidents  
Provision of mental health care for employees who have experienced customer harassment
- Industry Collaboration:  
Cooperation with the Japan Association of Travel Agents (JATA) to address this issue industry-wide

Our approach is aimed at creating a safe working environment for our employees while maintaining high standards of customer service. We believe that by addressing customer harassment proactively, we can enhance the overall experience for both our staff and our valued customers.

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