



# User Protection Policy

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Monitored by	Service Integration Support

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## 1. Purpose

This Policy aims to create a safe environment for users to utilize the services of NAVER Corporation (hereinafter referred to as "NAVER" or "Company"), minimize the occurrence of user complaints and inconveniences, and properly respond to the complaints as they arise.

## 2. Scope of Application

NAVER's User Protection Policy (the "Policy") applies to all members of the Company who are directly or indirectly involved in the operations and management related to user protection. Unless otherwise specified by relevant laws, terms of service, or other internal regulations, this Policy shall be applied to in all relevant matters.

## 3. User Protection System

- ① The Chief Executive Officer (CEO) publicly declares the Company's commitment to establishing a safe environment for users, minimizing user complaints and inconveniences, and handling them appropriately.
- ② The Company appoints a person-in-charge with practical responsibility and authority (hereinafter referred to as the "Chief Customer Service Officer") to oversee the continuous review and improvement of the user protection system for it to operate effectively.
- ③ The Chief Customer Service Officer shall establish and regularly review the User Protection Policy to ensure the system is effective, efficient, and continuously improved. The CEO receives reports and approves all enactments or amendments of the User Policy.
- ④ The Chief Customer Service Officer shall manage a dedicated department for effective user protection operations and allocate sufficient human and material resources to facilitate these activities.
- ⑤ The dedicated department operates and improves the operational system to create a safe service environment and to minimize users' complaints and inconveniences. It also promptly addresses any identified threats to safety and manages users' inconveniences.
- ⑥ The Chief Customer Service Officer shall establish a governance structure for the reasonable management of user complaints, conduct periodic inspections and evaluations of its effectiveness, and report the results to the CEO.

## 4. User Protection Mission and Mid- to Long-term Goals

- ① To facilitate a more convenient and secure user experience, the Chief Customer Service Officer shall set a vision and objectives for user protection and satisfaction, periodically reviewing the necessity for revision based on effectiveness assessments.
- ② The vision regarding user protection and satisfaction, in accordance with paragraph 1, shall

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be disclosed through channels accessible to users.

## 5. Establishing a Safe Environment for Users

- ① The Company defines conditions that undermine a safe service environment and incorporates them into the terms of service and operational policies, which are made publicly accessible to users.
- ② The Company operates a system that enables users to directly report any conditions that threaten the safe environment for users.
- ③ Upon recognition of such conditions through user reports, the Company shall promptly take necessary measures in accordance with the provisions set out in the terms of service and operational policies. Partner companies of Naver are required to comply with this Policy and the Sustainable Management Practice Agreement, focusing on human rights, health and safety, environment, and business ethics.

## 6. Minimization of User Complaints and Inconveniences

- ① In the service planning stage, the Company strives to reflect user needs and expectations, anticipating or identifying potential sources of user inconveniences to enhance product and service development and completeness.
- ② The Company endeavors to deliver accurate information through diverse channels and communication methods, enabling users to understand service details and make informed decisions.
- ③ Prior to service launch and updates, comprehensive assessments are conducted to identify and prevent recurring causes of user complaints and inconveniences.
- ④ The dedicated department shall collaborate with the service operation department to develop specific plans and improvement measures aimed at minimizing user complaints and inconveniences. They also report these to the Chief Customer Service Officer.

## 7. Handling of User Complaints and Inconveniences

- ① The Company operates diverse channels such as telephone, email, and chat to receive and respond to user complaints and inconveniences.
- ② The department responsible for receiving complaints (hereinafter, "Counseling Department") initially examines the details and causes of complaints, providing guidance or resolving issues directly wherever possible.
- ③ Complaints that cannot be resolved by the Counseling Department are transferred through internal systems to the respective service operation department, which promptly reviews

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- ④ and addresses the matter, providing feedback within an appropriate timeframe. In such cases where root cause analysis or resolution require extended time, the department may notify the Counseling Department and the dedicated department of a revised deadline.
  - ⑤ In case the responses from the service operation department are deemed insufficient, the dedicated department can request additional inquiries and/or provide further recommendations, requiring the service department to re-examine and address the issue accordingly.
  - ⑥ After receiving the corrective measures from the service operation department, the Counseling Department shall notify the complainant through appropriate channels such as telephone or email. Notification may be omitted in cases deemed unnecessary (e.g., simple suggestions).
  - ⑦ Records of complaints and their resolutions shall be securely maintained within internal systems, databases, or documents, protecting personal information according to relevant laws. These records are periodically analyzed for the purpose of service improvement.
  - ⑧ The dedicated department reports the status and outcomes of complaint resolutions to the Chief Customer Service Officer.
  - ⑨ Resolving user complaints primarily involves direct communications between users and the Company. However, in such cases where primary resolution is unsuccessful, the matter may be referred to external bodies for dispute resolution. In such cases, related departments and personnel shall actively cooperate to ensure timely and transparent processing and maintain mutual trust with external institutions.

## 8. Operation of and Improvement in User Protection

- ① The dedicated department clearly defines procedures for documenting user complaints and counseling processes, ensuring effective internal sharing while protecting the confidentiality of users' personal information.
- ② The dedicated department regularly monitors and evaluates efforts to minimize complaints and manage their handling, maintaining and continuously improving the user protection system.
- ③ The dedicated department regularly conducts performance assessments of user protection efforts and reports the results to the CEO.
- ④ The dedicated department continuously makes improvements by conducting satisfaction surveys, operational performance evaluations, and review of complaint handling procedures.

## 9. Education

- ① The Company conducts training to raise awareness about the importance of user protection and the negative impact of user complaints and inconveniences on both the Company and

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users, ensuring shared understanding among all employees.

- ② The Chief Customer Service Officer, either directly or through the dedicated department, provides ongoing and systematic training on prevention and response procedures related to user complaints and inconveniences for the Counseling Department and relevant personnel.

**Soo-yeon Choi**   
**CEO**  
**NAVER Corporation**

**NAVER**