



May 2, 2016

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New York, NY 10001-9998

Dear Mr. Peter Micek,

I'm writing on behalf of Chairman Brian Kim in response to your request for a response on 2015 Ranking Digital Rights Corporate Accountability Index. We appreciate the chance to respond.

We have reviewed RDR's findings and recommendations. We acknowledge that it is important for a IT company to make public commitments and disclose policies affecting users' freedom of expression and privacy.

Here are our responses to your recommendations:

1. ***Make a clearer public commitment to respect users' freedom of expression, and match its executive and management oversight on user privacy issues by creating a similar oversight system for freedom of expression.***

We will soon start to institutionalize our commitments to users' freedom of expression at the same level of our commitments to privacy(<http://privacy.kakaocorp.com/en/philosophy/responsible>). We expect to finish our work by 3Q 2016.

2. ***Offer users an option to control what user information the company collects and shares, and provide means to access the information the company holds about them.***

Kakao's Privacy Policy(<http://www.kakao.com/policy/privacy>) states, "You may review or change your personal information at any time, and you may also request to withdraw your consent to Kakao's collection and use of your personal information or to unregister from the Services. To be more specific, you may change your personal information by changing the relevant settings within the Services or unregister from the Services (or withdraw your consent) by simply clicking on "Unregister" in the Settings menu." and "Kakao will use your personal information only for the purposes set forth above and will not disclose to or share your personal information with any third party unless consented by you in the course of your use of the Services or otherwise required by law. To view the list of the linked Services you are currently using, go to "Connected Apps" in the Kakao Account menu in your app."

As Kakao's Personal Information Lifecycle(<http://privacy.kakaocorp.com/en/transparence/lifeCycle>) states, "Only the most necessary personal information is collected." and "Necessary

personal information is collected with your consent when signing up for a service.”

We provide KakaoTalk users with the full list of the linked services users are currently using. In order to prevent sharing of users’ information, users may go to More > Settings > Kakao Account > Connected Apps. We also offer KakaoTalk users an option to opt out of providing location information.

We provide Daum users details on what necessary information and optional information at [http://policy.daum.net/info\\_protection/popup/info\\_collect](http://policy.daum.net/info_protection/popup/info_collect) and details of personal information to third parties at <https://member.daum.net/privacy/report.daum> when signed-in to an account.

Additionally, we are working to offer Daum users clearer control options for collection of user information and more details of the company’s collection of user information. We expect to complete this task by 2Q 2016.

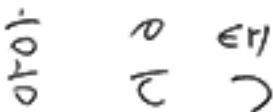
**3. Implement end-to-end encryption on all chats in KakaoTalk, rather than just the “secret chat” function.**

KakaoTalk’s “Secret Chat” currently employs end-to-end encryption and our regular chat and Secret Chat functions both exchange users’ messages in an encrypted state.

Although we have had some functional and technical issues related to employing end-to-end encryption on all chats in KakaoTalk, it is something we are giving serious consideration.

We hope this response would be helpful for stakeholders to understand our efforts for transparency and accountability.

Sincerely,

Handwritten signature of Simon Hong in black ink, consisting of a vertical line on the left, a horizontal line with a curve on the right, and a small 'H' shape on the far right.

Simon Hong  
Senior Vice President, Chief Privacy Officer  
Kakao Corp.