

February 22, 2021

DIP Corporation

Our Actions against Indeed's Video Commercial

DIP Corporation (hereinafter referred to as "DIP") has taken the following actions against the video commercial (hereinafter referred to as the "Video CM") of Indeed Inc. and Indeed Japan KK (hereinafter collectively referred to as the "Indeed Companies"). *1

Our Actions

On February 17, 2021, DIP sent a warning letter to the Indeed Companies, which pointed out that the several exaggerated expressions in the Video CM*2 distributed on terrestrial TV and YouTube violated the Act on Prohibition of Private Monopolization and Maintenance of Fair Trade in Japan (hereinafter referred to as the "Act"), and demanded discontinuance of the broadcast and distribution of the Video CM. On February 20, 2021, DIP received a written response from Indeed Ireland Operations Ltd. which stated that such discontinuance was being made. Based on the belief that the Indeed Companies were obliged to make a public announcement to consumers for correction of and apology for the obviously misleading expressions in the Video CM, DIP, on February 22, 2021, sent the Indeed Companies a written notification to encourage them to make such a public announcement.

Our View

DIP thoroughly maintains and manages trustworthy and transparent job offer information through the implementation of original functions and criteria for safe use by job searchers and job offerors. As "Indeed" included much information which did not meet such criteria, DIP, based on the judgement that "Indeed" did not warrant job searchers' safety and trust, stopped providing information to "Indeed" in October 2020. As such, "Indeed" is now incapable of searching all job-offer information included in the "Baitoru," "Baitoru NEXT," and "Hatarako.net" sites operated by DIP, and the said expressions in the Video CM are therefore incorrect.

As the said exaggerated expressions (e.g. "Indeed (users) can search all information at any job-search website in one place.") were considered to violate the Act, DIP sent the Indeed Companies a warning letter demanding that they discontinue broadcasting and distribution of the Video CM. They responded that they would do so.

However, the Video CM, which was broadly broadcasted and distributed, obviously gave consumers the misapprehension that all they had to do was to see Indeed because it was able to search all information in any job-search website. As such misapprehension still seems to remain, from the viewpoint of consumer protection and social responsibility of an operator of job-search websites, DIP believes that the Indeed Companies are obliged to make a public announcement to correct and apologize for the erroneous expressions in the Video CM. DIP, on February 22, 2021, sent the Indeed Companies a written notification to encourage them to make such a public announcement.

DIP, as a company having strived to develop a trustworthy personnel-related services industry, will never allow any corporate activity in contravention of laws, regulations or integrity, and will continue to exert our utmost to provide qualitative services.

*1 It remains unknown which of the corporate entities (Indeed Inc. which is a 100% subsidiary of Recruit Holdings Co., Ltd., Indeed Japan KK, or Indeed Ireland Operations Ltd.) is responsible for operation of the job-search website ‘Indeed’, however Indeed Ireland Operations is currently designated to receive DIP’s communications as to the issue at hand.

*2 The following expressions were included in the Video CM titled “Street Interview” or “Didn’t Know at All.”

- a) “Indeed (users) can search all information at any job-search website in one place.”
- b) “Do you know that Indeed (users) can search all information at any job-search website in one place?”
- c) “Indeed (users) can find full-time or part-time jobs easily by searching all information at any job-search website in one place.”
- d) “We see Indeed’s CM often. Indeed (users) can search all information at any job-search website in one place? I didn’t know it at all. By using Indeed, I can search job offers without going to individual job-search websites. I didn’t know it at all. All I had to do was to see Indeed. I have already found a good job.”

Development of the Issue

February 15, 2021	Broadcasting and distribution of the Video CM	The Indeed Companies distributed on terrestrial TV broadcasting and YouTube the Video CM which included the expression “Indeed can search all information in any job-search website.”
February 17, 2021	Dispatch of the Warning Letter	DIP sent the Indeed Companies a letter to strongly protest the several expressions in the Video CM violating the Act

		and to demand discontinuance of the broadcast and distribution of the Video CM.
February 20, 2021	Receipt of the Written Response	Indeed Ireland Operations Ltd. stated that the Video CM would be no longer broadcasted or distributed.
February 22, 2021	Dispatch of the Written Notification	DIP encouraged the Indeed Companies and Indeed Ireland Operations Ltd. to make a public announcement to consumers for correction and apology.

If you have any query regarding this matter, please contact the person in charge of public relations of DIP at info@dip-net.co.jp.

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(Note) English documents are prepared as a courtesy to our stakeholders. In the event of any inconsistency between English-language documents and the Japanese-language documents, the Japanese-language documents will prevail.