JFE Steel has acquired ISO 9001 certification and various other qualifications such as the new JIS mark, API, and Register of Shipping. The company has a standardized improvement program, based on the use of quality control manuals, for its quality enhancement/management systems. Furthermore, through joint product development carried out together with customers, the group is unified in its aim to supply products which help enhance customer competitiveness and bring customer satisfaction.

JFE Engineering has acquired ISO 9001 certification and established a quality assurance system that takes into account the special characteristics of products by constructing Quality Management Systems (QMS) for each business department under the QMS of the whole group.

We endeavor to assure quality through QMS from sales, design, and construction to backup services. Furthermore, in order to secure stable quality levels even under varying construction conditions at construction sites, we will enhance the management of various business processes to ensure stable quality, and thus provide products and services which fully satisfy customers.

Customer Solution Laboratory: Forging the Future of Steel Materials for Automobiles Jointly with Customers

In August 2005, CSL was established as Japanese industry’s first communication facility with customers in the automotive fields, in order to enhance customer satisfaction. Display of cutting edge research, studies of automobile bodies and material compositions, laboratory experimentation, and meetings all take place in this facility. Joint activities carried out with automobile cooperatives and parts manufacturers not only promote vigorous joint research but also lead to acceleration of R&D.
Improvement of Customer Satisfaction (CS)

The JFE Group promotes communication with customers to increase customer satisfaction and carries out divisional activities, ranging from product development to manufacturing to sales, to improve customers’ evaluation of JFE and to make the company more attractive to customers.

JFE Steel conducts customer interview surveys and analysis through outsourcing. Based on the results, development, manufacturing, and sales divisions cooperate to promote activities that make the company attractive to customers.

The ongoing after-service activities of JFE Urban Development are also aimed at the enhancement of customer satisfaction. The directly-managed Customer Center provides a full range of services in rapid response to customer needs, serving as a contact point for condominium after-sales services of the seller, JFE Urban Development.

Adoption of Authentication System Based on Finger Vein Biometrics

To further strengthen the protection of personal information, JFE Urban Development has installed security doors that use a biometric authentication system (based on venous vessel patterns) at each of the two entrances of the room where customer information is stored. With access logs also available, this system provides stronger security than the numeric keypad authentication in general use.

JFE Group Privacy Statement

JFE Holdings, Inc. and the JFE Group companies in Japan ("the JFE Group" hereinafter) have formulated the following policies on the handling of personal information to facilitate the smooth and appropriate administration of group operations.

1. Basic policies on the protection of personal information

(1) The JFE Group will, in light of the growing use of personal information resulting from advances in data communications, endeavor to protect the rights and interests of the individual while also respecting the utility of the personal information it holds.

(2) The JFE Group will observe the "Law concerning the Protection of Personal Information" and all other relevant laws and ordinances, and will endeavor to adhere to both the spirit and the letter of the law as it protects personal information.

(3) The JFE Group will endeavor to appropriately protect personal information by formulating internal rules on the management of personal information and by informing, educating and training its employees on these rules and on all applicable Japanese laws and ordinances. The JFE Group will also review and improve this privacy statement and internal rules on an on-going basis.

2. Policies regarding the collection and use of personal information

(1) Designation of purposes, appropriate collection and use activities

The JFE Group will, when handling personal information, endeavor to designate the purpose of use as specifically as possible and will not collect or use personal information beyond this purpose without the prior consent of the individual. The JFE Group will not use falsehood or other illicit means to collect personal information.

(2) Appropriate safety management

The JFE Group will endeavor to maintain the accuracy of the personal information it has collected and will take necessary and appropriate measures to prevent illicit access to personal information, disclosure, loss or modification of personal information and other forms of damage and injury. It will also provide necessary and appropriate supervision to employees and service providers handling personal information to ensure that personal information is managed in a safe and appropriate manner.

(3) Provision to third parties and joint use with third parties

The JFE Group will not furnish personal information to third parties without the prior consent of the individual. In the event that the JFE Group uses personal information jointly with third parties, it will notify the individual and/or publish all matters required by applicable Japanese laws in advance.

(4) Disclosure, correction, suspension of use and handling of complaints

The JFE Group will deal appropriately and as required by applicable Japanese laws with requests from the individual for the disclosure, correction, addition, deletion or suspension of use of personal information regarding him or her. The JFE Group will also deal appropriately and speedily with complaints regarding the use of personal information.

3. Contact

All inquiries regarding the handling of personal information should be addressed to the General Administration Dept. of JFE Holdings or to the responsible departments listed on the websites, etc., of individual JFE Group companies.