



## **LIFECARD joins the Internet Watch Foundation (IWF)**

### **LIFECARD Enhances Secure Card Acceptance Environment with the IWF Membership**

LIFECARD is delighted to announce its membership in the UK-based non-profit organization, the Internet Watch Foundation (IWF). The IWF is a globally recognized entity that addresses harmful online child sexual abuse content by receiving reports and facilitating its removal. With over 200 international member companies, The IWF is at the forefront of promoting a safer internet environment.

The e-commerce market has experienced substantial global growth in recent years. In Japan, the market size is projected to reach 160 billion USD in 2023, up from 146.4 billion USD in the previous year and 133.5 billion USD the year before, indicating a 9.3% year-on-year increase. This expansion has been paralleled by a rise in online card transactions. In Japan, a wide variety of products are traded both domestically and internationally, driven by the country's unique cultural assets, such as anime and manga, which continue to gain widespread appeal. However, concerns remain that certain content may be deemed inappropriate when evaluated against global compliance standards.

LIFECARD will leverage the insights provided by the IWF to ensure the appropriate handling of products and services offered by our e-commerce merchants. We will conduct regular reviews of website content and request improvements as necessary to maintain a secure transaction environment that aligns with global standards. This approach will enable our merchants to operate confidently while promoting Japanese culture, including anime and manga, on a global scale.

LIFECARD remains steadfast in its commitment to fostering a safe and secure card environment. By aligning with the IWF's mission, we will strengthen initiatives that contribute to creating a sustainable society.

For more information, please visit:

- Internet Watch Foundation (IWF):

<https://www.iwf.org.uk/>

- LIFECARD:

[https://www.lifecard.co.jp/bin\\_page/index.html](https://www.lifecard.co.jp/bin_page/index.html)