CLAIMS

[Claim 1]

A user information management device comprising:

user information storage means that stores, for each piece of user identification information, user personal information including any one or more of attribute information, purchase history information, skin information, health index information, and questionnaire response information that are related to a user identified by the user identification information; and

user information registration means that, in a case where, in the user information storage means, missing information is present in any item of the user personal information associated with first user identification information, identifies second user identification information having information identical or similar to information associated with the first user identification information, further performs, one or more times, processing for identifying the (N+1)-th user identification information having information identical or similar to information associated with the N-th user identification information, and registers the missing information associated with the first user identification information using the information itself related to an item pertaining to the missing information associated with the (N+1)-th

user identification information identified as a result of performing the processing. Note that N starts from 2 and increases by 1 each time the identifying processing is performed. In addition, item information processed in an instance of the identifying processing is different from that processed in the immediately following instance of the identifying processing.

[Claim 2]

A user information management method in a computer comprising user information storage means that stores, for each piece of user identification information, user personal information including any one or more of attribute information, purchase history information, skin information, health index information, and questionnaire response information that are related to a user identified by the user identification information, the user information management method comprising:

a step in which user information registration means, in a case where, in the user information storage means, missing information is present in any item of the user personal information associated with first user identification information, identifies second user identification information having information identical or similar to information associated with the first user identification information, further performs, one or more

times, processing for identifying the (N+1)-th user identification information having information identical or similar to information associated with the N-th user identification information, and registers the missing information associated with the first user identification information using the information itself related to an item pertaining to the missing information associated with the (N+1)-th user identification information identified as a result of performing the processing. Note that N starts from 2 and increases by 1 each time the identifying processing is performed. In addition, item information processed in an instance of the identifying processing is different from that processed in the immediately following instance of the identifying processing.

[Claim 3]

A user information management program for causing a computer to execute the method according to claim 2.