FIG. 1

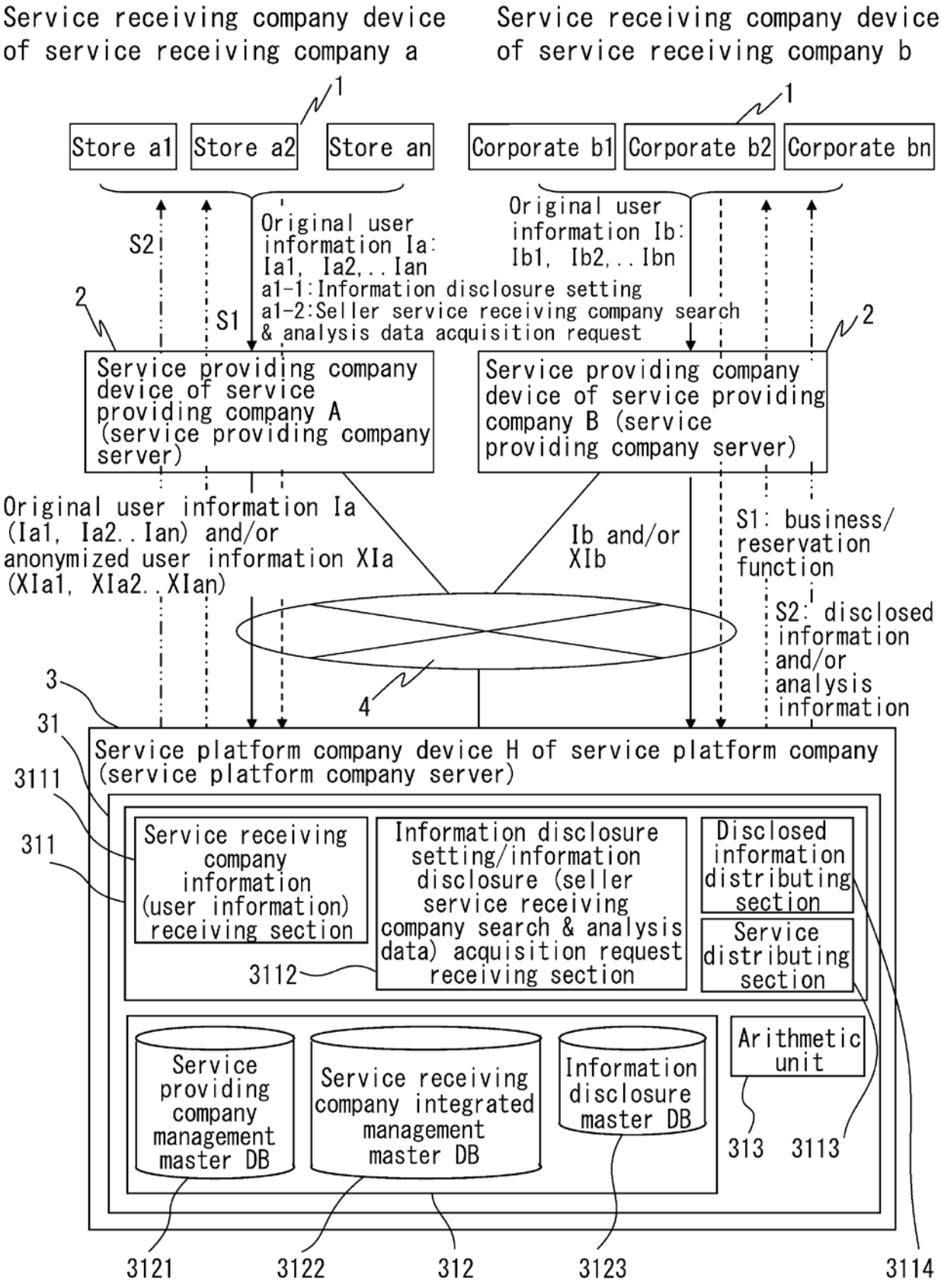

Service receiving company device of service receiving company a
Service receiving company device of service receiving company b
1
Store a1
Store a2
Store an
Corporate b1
Corporate b2
Corporate bn
S2
S1
Original user information Ia: Ia1, Ia2,..Ian
a1-1:Information disclosure setting
a1-2:Seller service receiving company search & analysis data acquisition request
Original user information Ib: Ib1, Ib2,..Ibn
2
Service providing company device of service providing company A (service providing company server)
Service providing company device of service providing company B (service providing company server)
Original user information Ia (Ia1, Ia2..Ian) and/or anonymized user information XIa (XIa1, XIa2..XIan)
Ib and/or XIb
S1: business/ reservation function
S2: disclosed information and/or analysis information
3
4
31
Service platform company device H of service platform company (service platform company server)
3111
311
Service receiving company information (user information) receiving section
Information disclosure setting/information disclosure (seller service receiving company search & analysis data) acquisition request receiving section
3112
Disclosed information distributing section
Service distributing section
Service providing company management master DB
Service receiving company integrated management master DB
Information disclosure master DB
Arithmetic unit
313
3113
3121
3122
312
3123
3114

FIG. 2

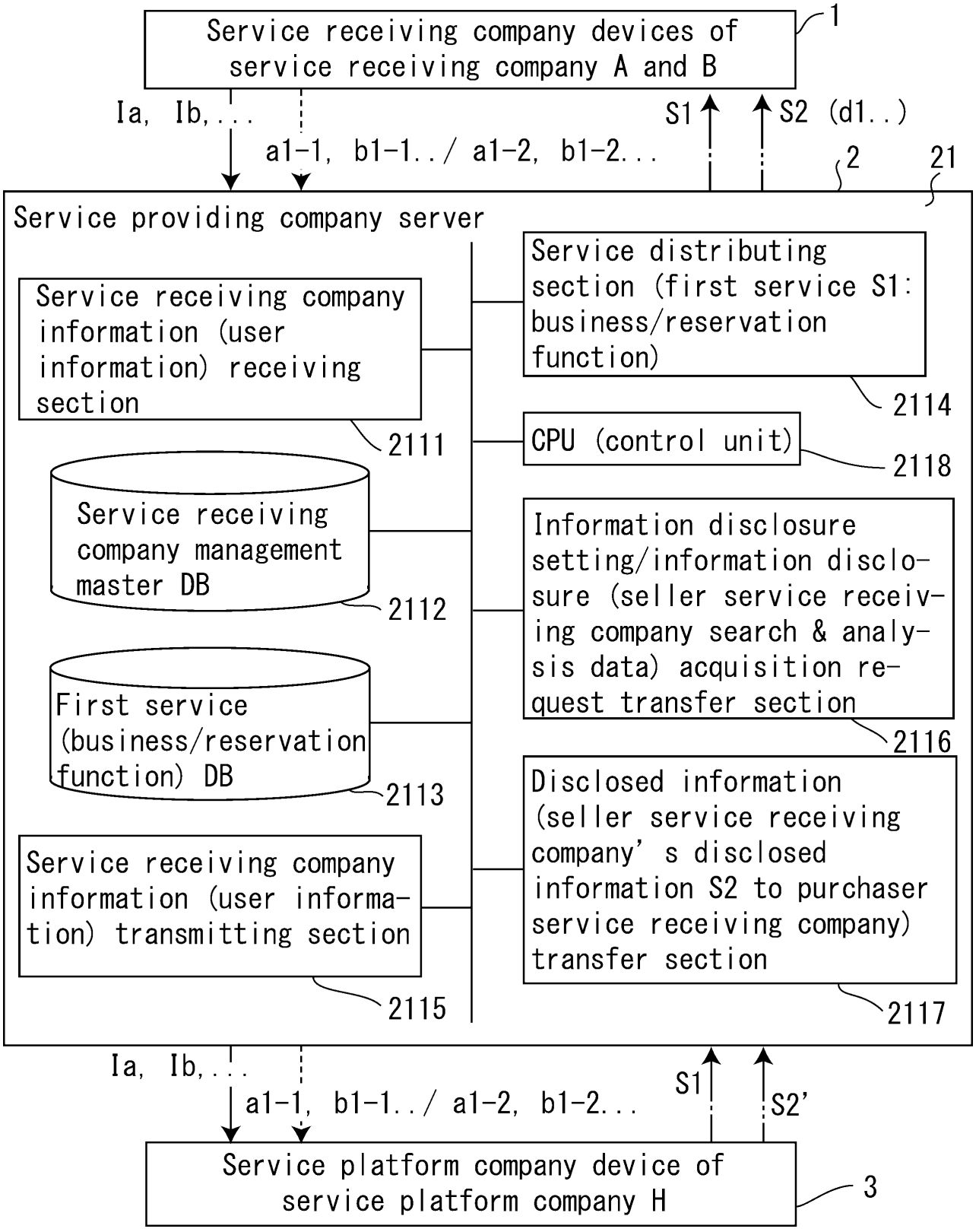

Service receiving company devices of service receiving company A and B
1
Ia, Ib,...
a1-1, b1-1../ a1-2, b1-2...
S1
S2 (d1..)
2
21
Service providing company server
Service receiving company information (user information) receiving section
2111
Service distributing section (first service S1: business/reservation function)
2114
CPU (control unit)
2118
Service receiving company management master DB
2112
Information disclosure setting/information disclosure (seller service receiving company search & analysis data) acquisition request transfer section
2116
First service (business/reservation function) DB
2113
Disclosed information (seller service receiving company' s disclosed information S2 to purchaser service receiving company) transfer section
2117
Service receiving company information (user information) transmitting section
2115
Ia, Ib,...
a1-1, b1-1../ a1-2, b1-2...
S1
S2'
Service platform company device of service platform company H
3

FIG. 3

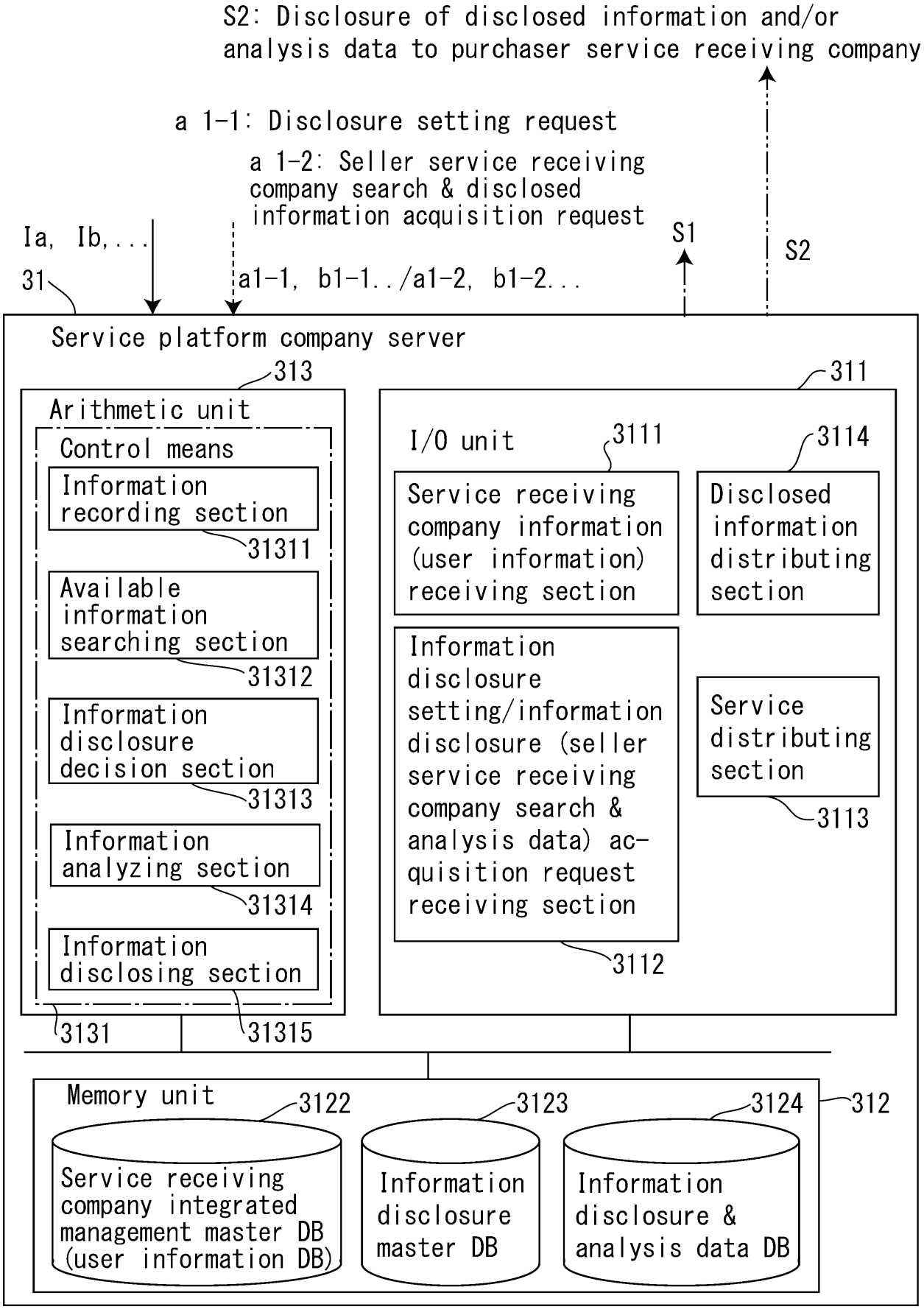

S2: Disclosure of disclosed information and/or analysis data to purchaser service receiving company
a 1-1: Disclosure setting request
a 1-2: Seller service receiving company search & disclosed information acquisition request
Ia, Ib,...
a1-1, b1-1../a1-2, b1-2...
S1
S2
31
Service platform company server
313
Arithmetic unit
Control means
Information recording section
31311
Available information searching section
31312
Information disclosure decision section
31313
Information analyzing section
31314
Information disclosing section
31315
3131
311
I/O unit
3111
Service receiving company information (user information) receiving section
3114
Disclosed information distributing section
Information disclosure setting/information disclosure (seller service receiving company search & analysis data) acquisition request receiving section
3112
Service distributing section
3113
Memory unit
3122
Service receiving company integrated management master DB (user information DB)
3123
Information disclosure master DB
3124
Information disclosure & analysis data DB
312

FIG. 4

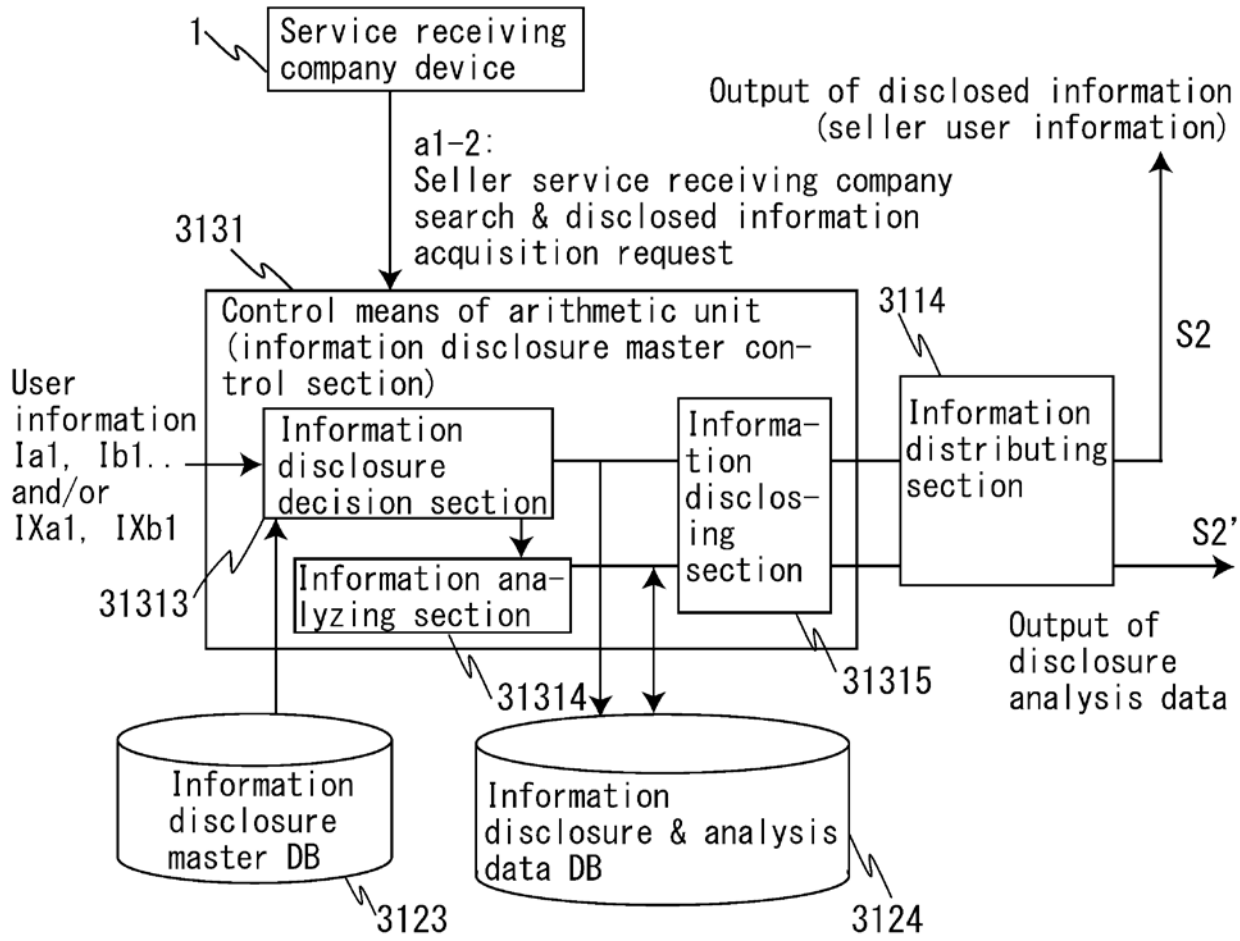

1
Service receiving company device
Output of disclosed information (seller user information)
a1-2:
Seller service receiving company search & disclosed information acquisition request
3131
Control means of arithmetic unit (information disclosure master control section)
3114
S2
User information Ia1, Ib1.. and/or IXa1, IXb1
Information disclosure decision section
Information disclosing section
Information distributing section
S2'
31313
Information analyzing section
Output of disclosure analysis data
31314
31315
Information disclosure master DB
Information disclosure & analysis data DB
3123
3124

FIG. 5

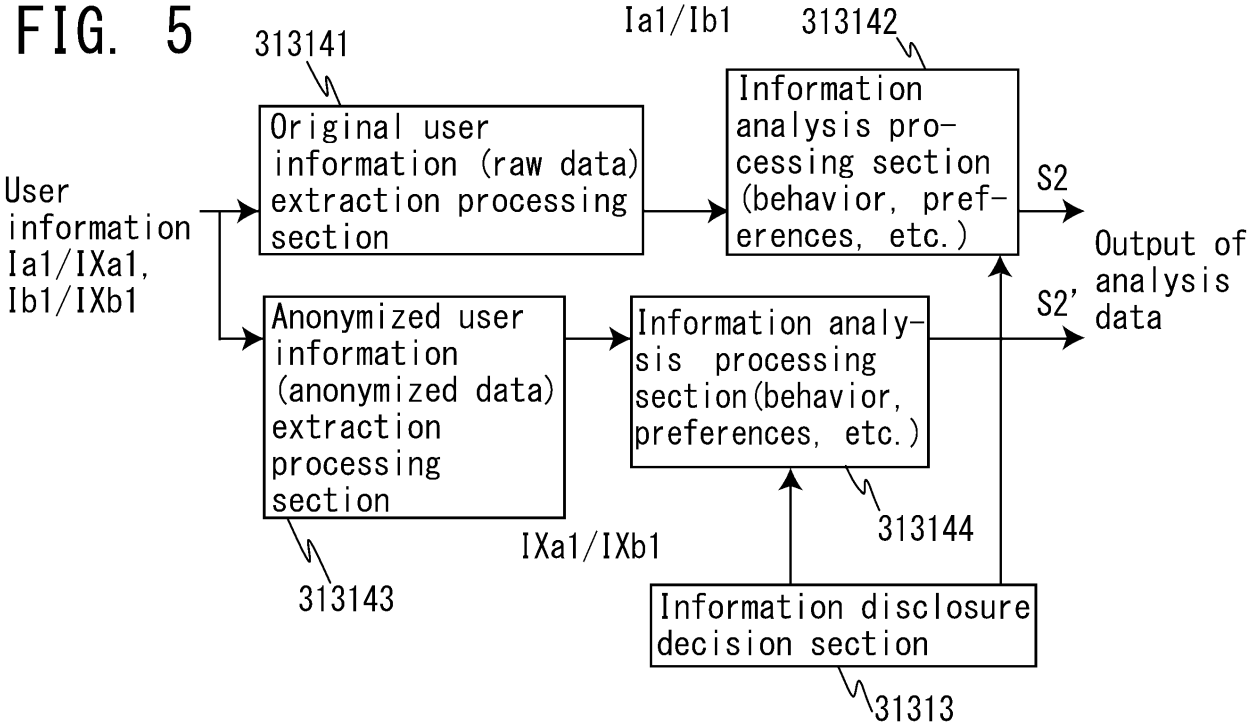

313141
Ia1/Ib1
313142
Original user information (raw data) extraction processing section
Information analysis processing section (behavior, preferences, etc.)
S2
User information Ia1/IXa1, Ib1/IXb1
Output of analysis data
S2'
Anonymized user information (anonymized data) extraction processing section
Information analysis processing section(behavior, preferences, etc.)
313144
IXa1/IXb1
313143
Information disclosure decision section
31313

FIG. 6A

(A) Table scheme of disclosure master table T1 in disclosure master DB 3123

Table scheme

#	Item name	Description	Data source
1 (611)	Seller service receiving company id	Seller service receiving company	Service receiver integrated id in service receiving company integrated management master
2 (612)	Seller disclosed data name	Data disclosed by seller service receiving company	-
3 (613)	Purchaser service receiving company id	Purchaser service receiving company	Service receiver integrated id in service receiving company integrated management master
4 (614)	Disclosure setting flag	Disclosure setting flag	0: Not disclose 1: Disclose
5 (615)	Fee	Information selling price if the disclosure setting flag is set for "Disclose (1)"	Not disclose (0): null Disclose (1): price agreed by seller and purchaser is set.

Example

611 Seller service receiving company id	612 Seller disclosed data name	613 Purchaser service receiving company id	614 Disclosure setting flag	615 Fee
a1	d1	b1	1	¥600
a1	d1	b2	0	
a7	d2	b1	0	
a7	d2	b2	1	¥500

FIG. 6B

(B) Table scheme of service receiving company integrated management master table T2 in service receiving company integrated management master DB 3122

Table scheme

#	Item name	Description	Data source
1 (621)	Service receiving company integrated ID	Service receiving company integrated ID	Unique management ID given for platform company to unify and manage all service receiving companies belonging to service companies in an integrated manner
2 (622)	Service providing company ID	Service providing company ID	Service provider id in service providing company management master
3 (623)	Service receiving company ID	Service receiving company ID	Service receiver id in service receiving company management master
4 (624)	Service receiving company name	Service receiving company name	Service receiver name in service receiving company management master

Example

Service receiving company integrated ID (621)	Service providing company ID (622)	Service receiving company ID (623)	Service receiving company name (624)
t1	A	a1	Nagomichaya
t2	A	a2	Italian-izakaya-gotandaten
t3	B	b1	Sozaikobo
t4	B	b2	Cerami-shoji

FIG. 6C

(C) Table scheme of service providing company management master table T3 in service providing company management master DB 3121

Table scheme

#	Item name	Description	Data source
1	Service providing company ID	Service providing company ID	Unique ID is given.
2	Service providing company name	Service providing company name	The name of service providing company is registered.
3	Service providing company URL	Service providing company URL	The URL of service providing company is registered.
4	Service providing company address	Service providing company address	The address of service providing company is registered.

631 632 633 634

Example

Service providing company ID	Service providing company name	Service providing company URL	Service providing company address
A	Inshokuten-no-hiroba	http://www.food-hiroba.co.jp	Osaki 1-1-1, Shinagawa-ku, Tokyo
B	Office-doguichiba	http://www.office.co.jp	Tsutsumimachi 2-2-2, Nishi-ku, Yokohama City

631 632 633 634

FIG. 6D

(D) Table scheme of service receiving company management master table T4 in service receiving company management master DB 2112

Table scheme

#	Item name	Description	Data source
1	Service receiving company ID	Service receiving company ID	Unique ID is given.
2	Service receiving company name	Service receiving company name	The name of service receiving company is registered.
3	Service receiving company industry sector/industry information	Service receiving company industry sector/industry information	The industry sector/industry information of service receiving company is registered.
4	Service receiving company address	Service receiving company address	The address of service receiving company is registered.

641 642 643 644

Example (Inshokuten-no-hiroba)

Service receiving company ID	Service receiving company name	Service receiving company industry sector/industry information	Service receiving company address
a1	Nagomichaya	Japanese-style pub	Tsukiji 1-1-1, Chuo-ku, Tokyo
a2	Italian-izakaya-gotandaten	Western-style pub	Gotanda 2-2-2, Shinagawa-ku, Tokyo

641

Example (Office-doguichiba)

Service receiving company ID	Service receiving company name	Service receiving company industry sector/industry information	Service receiving company address
b1	Sozaikobo	Food product maker	Aritacho 1-2-3, Wako City, Saitama
b2	Cerami-shoji	Precision machine exporter	Minato 2-1-4, Konan-ku, Yokohama City
b3	Moondrug	Drug store	Hashinoshita 3-1-2, Machida City, Tokyo
b4	Oumioroshi	Marine product wholesale	Kaigan 5-4-3, Mihama City, Chiba
b5	Ohataoroshi	Fresh vegetable wholesale	Koenmae 3-6-1, Tsuzuki-ku, Yokohama City

641

FIG. 6E

(E) Table scheme of disclosed data setting master table T5 in disclosed information & analysis data DB 3124

Table scheme

#	Item name	Description	Data source
1	Item number	-	Unique number
2	Service receiving company	Service receiving company which is the owner of data	Service receiving company integrated ID in service receiving company integrated management master
3	Data name	Name of data owned by the service receiving company	-
4	Data source	Source of data owned by service receiving company	-

651 652 653 654

Example

Item number	Service receiving company	Data name	Data source
1	t1	d1	Sales data of t1(=a1)
2	t1	d2	User data of t1(=a1)
3	t2	d3	Anonymized user data of t1(=a1)
4	t2	d4	Sales data of t2(=a2)

651

FIG. 7

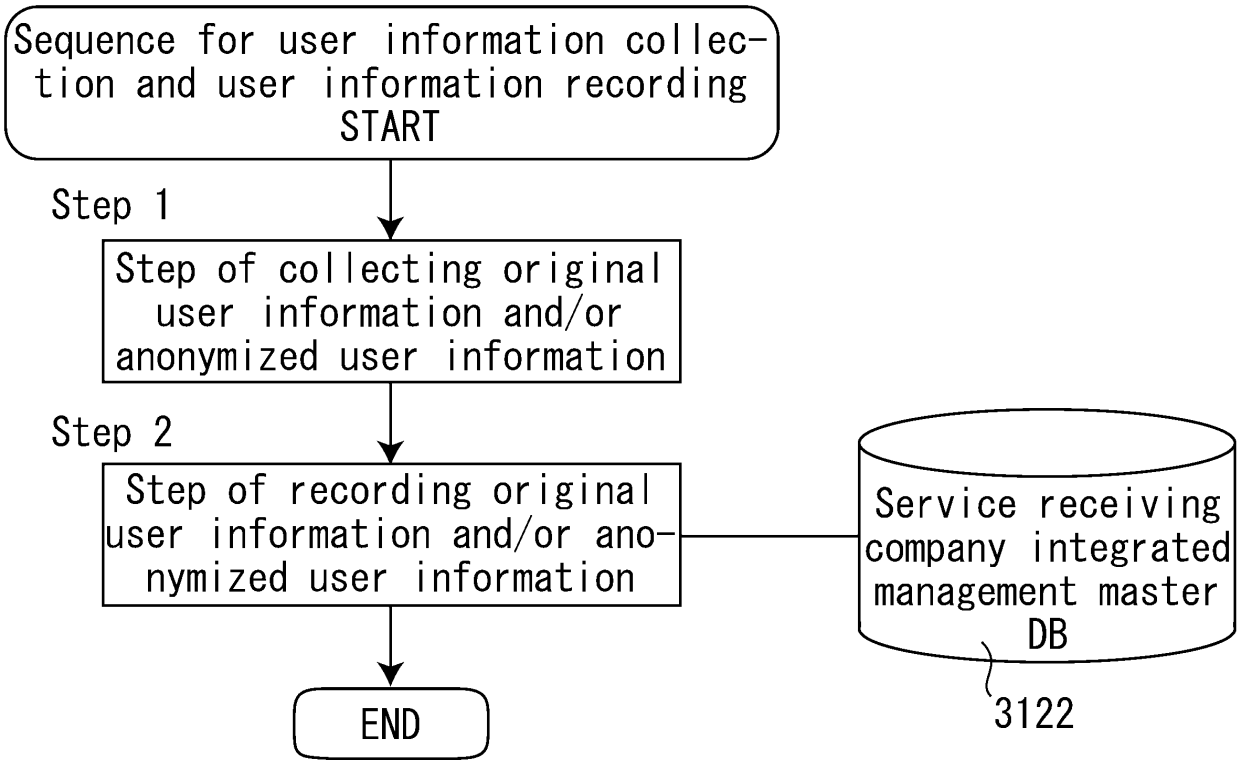

Sequence for user information collection and user information recording START
Step 1
Step of collecting original user information and/or anonymized user information
Step 2
Step of recording original user information and/or anonymized user information
END
Service receiving company integrated management master DB
3122

FIG. 8

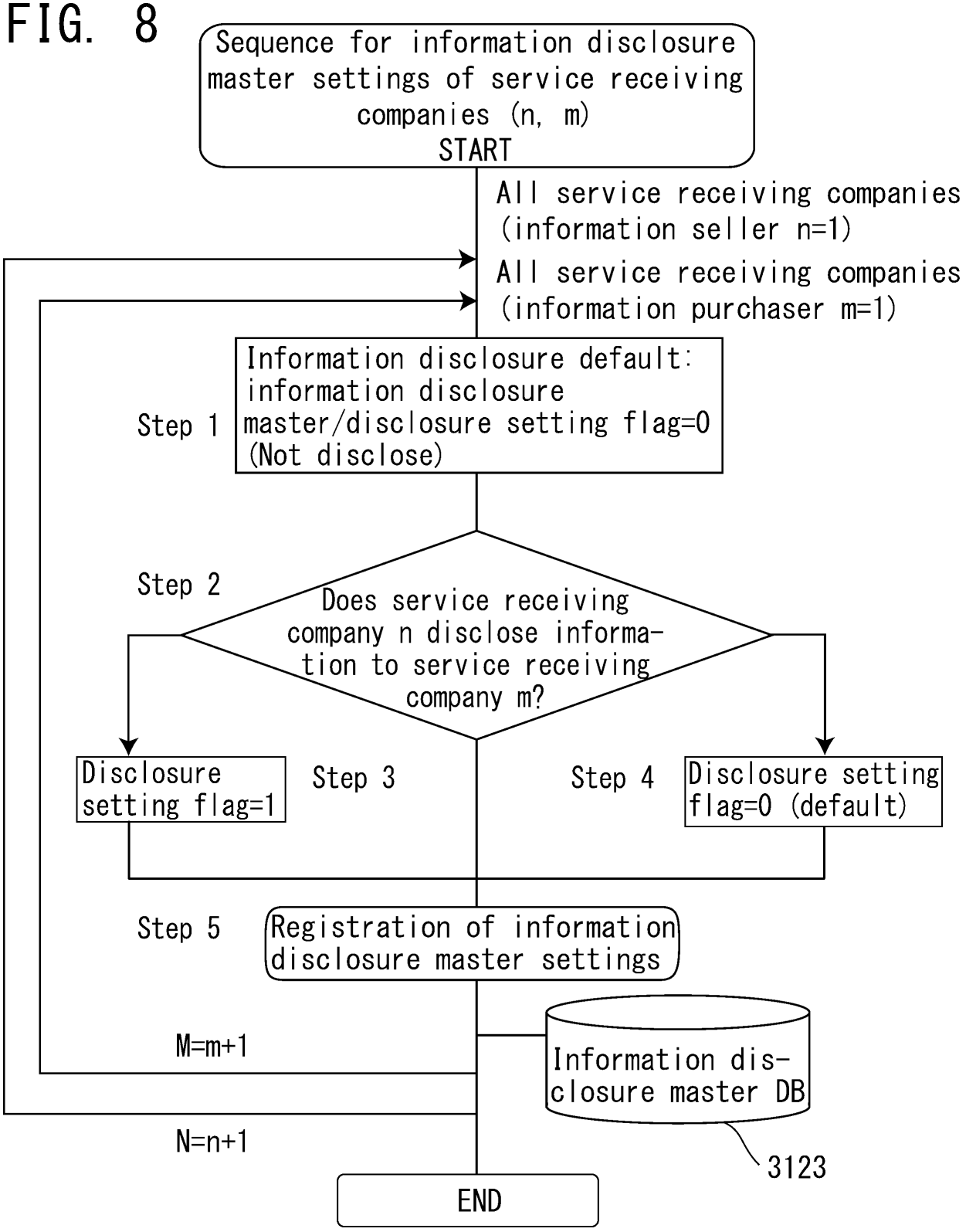
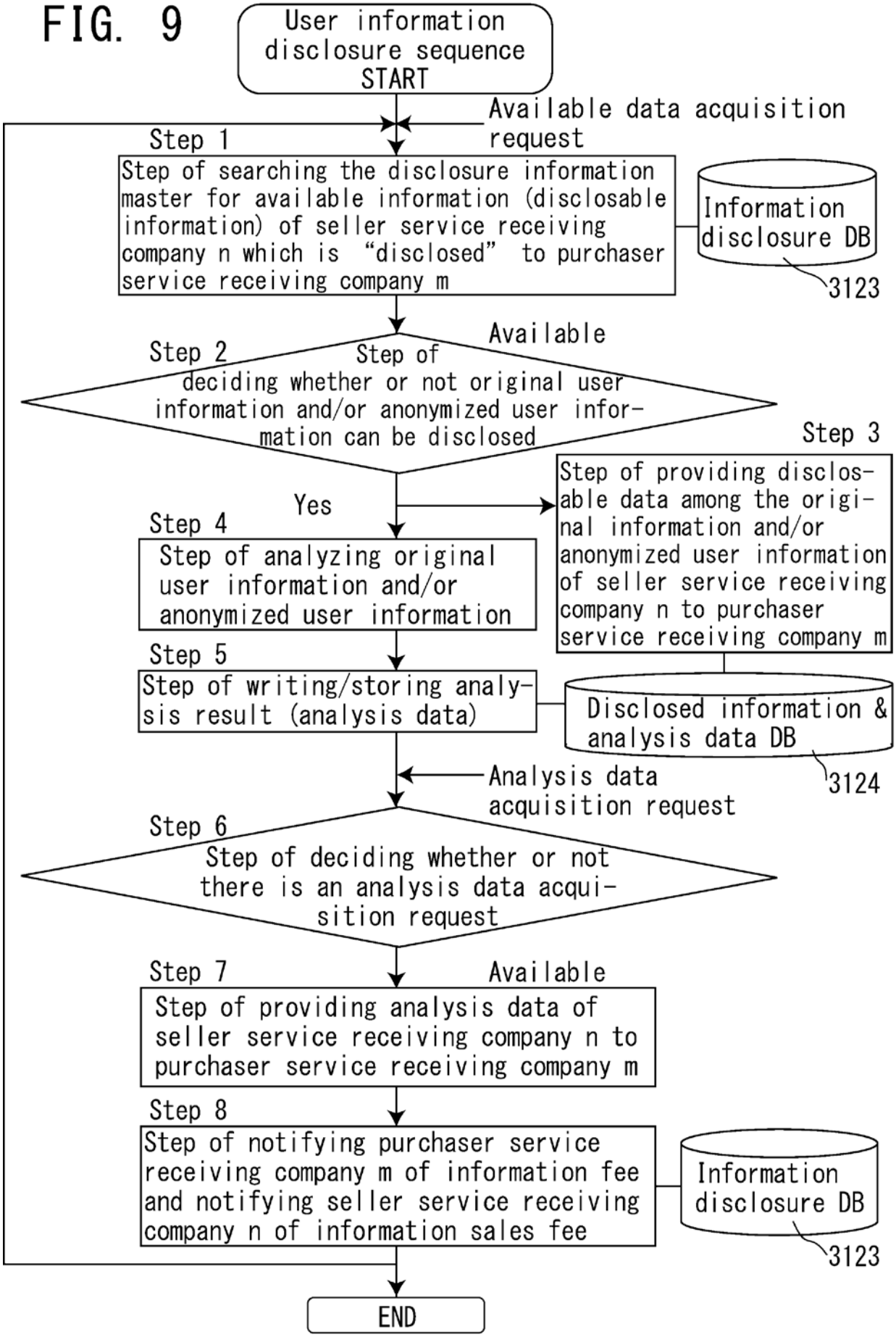

Sequence for information disclosure master settings of service receiving companies (n, m)
START
All service receiving companies (information seller n=1)
All service receiving companies (information purchaser m=1)
Step 1
Information disclosure default: information disclosure master/disclosure setting flag=0 (Not disclose)
Step 2
Does service receiving company n disclose information to service receiving company m?
Step 3
Disclosure setting flag=1
Step 4
Disclosure setting flag=0 (default)
Step 5
Registration of information disclosure master settings
Information disclosure master DB
3123
M=m+1
N=n+1
END

FIG. 9


User information disclosure sequence START
Available data acquisition request
Step 1
Step of searching the disclosure information master for available information (disclosable information) of seller service receiving company n which is "disclosed" to purchaser service receiving company m
Information disclosure DB
3123
Available
Step 2
Step of deciding whether or not original user information and/or anonymized user information can be disclosed
Step 3
Step of providing disclosable data among the original information and/or anonymized user information of seller service receiving company n to purchaser service receiving company m
Yes
Step 4
Step of analyzing original user information and/or anonymized user information
Step 5
Step of writing/storing analysis result (analysis data)
Disclosed information & analysis data DB
3124
Analysis data acquisition request
Step 6
Step of deciding whether or not there is an analysis data acquisition request
Step 7
Available
Step of providing analysis data of seller service receiving company n to purchaser service receiving company m
Step 8
Step of notifying purchaser service receiving company m of information fee and notifying seller service receiving company n of information sales fee
Information disclosure DB
3123
END