



## **Srithai Superware Public Company Limited**

### **Privacy Notice on the Collection, Processing, Use, and Disclosure of Personal Data of Event Attendees**

Srithai Superware Public Company Limited is committed to protecting your personal data in relation to your participation in the product exhibition event. The Company collects and uses your personal data solely for purposes directly related to the event. Accordingly, the Company has implemented appropriate security measures to safeguard your personal data, in compliance with the Personal Data Protection Act B.E. 2562 (2019) (“PDPA”), and provides this notice to inform you of the objectives for which your data is used and your legal rights, as detailed below:

#### **Categories of Personal Data Collected**

The Company collects only the personal data necessary for the purposes of collection, processing, use, and/or disclosure. The types of personal data are categorized as follows:

1. **Basic Personal Data:** Title, full name, age, date of birth, address, identification number, telephone number, and email address.
2. **Sensitive Personal Data:** Facial images captured via CCTV installed within the event premises.

#### **Purpose and Legal Basis for Processing Personal Data**

##### **Contractual and Legitimate Interest Grounds**

1. The Company processes your basic personal data for the purpose of recording your information in the Company's customer database in order to facilitate services and maintain a history of your purchases with the Company and to assess and process product claims, repairs, exchanges, or returns in the event of defects covered under the Company's warranty;
2. Your personal data may also be used to issue tax invoices upon presentation of your national ID card. Your data may be stored for expedited service in future transactions.

##### **Legitimate Interest and Consent (in the case of sensitive personal data)**

3. The Company may process your data for the purpose of recording your entry and exit times by scanning a QR Code at the event entrance in compliance with government measures related to COVID-19 prevention and applicable public health laws;
4. Your personal data may also be used to record images and video footage using closed-circuit television (CCTV) installed at various locations throughout the event venue, to ensure the safety and security of attendees and to protect the Company's property from damage, disruption, destruction, and criminal activity and to support law enforcement authorities in preventing, investigating, and prosecuting crimes, and in undertaking other crime deterrence actions. The appropriate signage is placed in monitored areas to inform attendees of the presence and purpose of CCTV surveillance;



5. For promotional and publicity purposes, the Company may publish photographs or video footage in which you may appear.

### **Your Rights as a Data Subject**

Subject to applicable laws and legal exceptions, you have the right to:

1. Access, obtain a copy of, and request the transfer of your personal data;
2. Request correction, deletion, destruction, restriction of processing, or anonymization of your personal data;
3. Withdraw consent at any time, where consent is the legal basis for processing.

Please note that the exercise of certain rights, such as deletion or destruction of your personal data, may affect the Company's ability to fully provide certain services or assistance.

If you do not wish the Company to publish any photographs or video footage in which you appear, you may notify a Company representative at the event or contact us through the contact information provided below to request the suppression of such media.

All requests in connection with your data rights will be processed free of charge. The Company will respond to your request within 14 days from the date of receipt.

### **Retention Period of Personal Data**

The Company will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected. The retention period may vary depending on the specific purpose of processing and will comply with applicable legal requirements, including statutory limitation periods relevant to any legal claims that may arise. The retention period also considers the Company's internal policies and industry practices related to each category of personal data.

### **Contact Information**

If you wish to exercise your rights as a data subject or lodge a complaint regarding the Company's non-compliance with the PDPA, you may contact us directly at:

**Srithai Superware Public Company Limited**

15 Suksawat Road, Soi 36, Bangpakok, Rasburana, Bangkok 10140

Tel: +66 2 427 0088 ext. 2203

Email: [dpo@srithaisuperware.com](mailto:dpo@srithaisuperware.com)