

Privacy Notice for Processes Related to Customers

1. General Chapters

Moshi Moshi Retail Corporation Public Company Limited (the “Company”) gives great importance to the protection of the personal information of customers of Moshi Moshi Retail Corporation Public Company Limited and to ensuring that the Company will protect and treat your personal information in accordance with the personal data protection law and comply with the Personal Data Protection Act, B.E. 2562 (2019). Therefore, the Company has established the Privacy Notice for processes related to customers of Moshi Moshi Retail Corporation Public Company Limited (the “Notice”). It is prepared to clarify the details and methods of the management and processing of the personal information that the Company has received from you, including the purposes of collecting, using, disclosing, and forwarding, as well as the duration of the retention of such personal information, such as recording, systematization, storage, alteration or modification, retrieval, transmission, transfer, dissemination, or accessibility or availability by any means, arrangement, compilation, restriction or prohibition of access, deletion or destruction (“Processing”) and your rights as the data subject. In this regard, the Company recommends that you read and understand the terms and conditions under the Notice with the following details:

2. Definitions

“Company” **refers to** Moshi Moshi Retail Corporation Public Company Limited

“You” **refers to** the customer or any person related to the customer.

“Personal information” **refers to** information about an individual which makes it possible to identify that person, whether directly or indirectly, but does not include the information of the deceased in particular.

“Sensitive personal information” **refers to** personal information about race, ethnicity, political opinions, beliefs in cult, religion or philosophy, sexual behavior, criminal record, health information, disability, labor union information, genetic data, biological data, or any other information that similarly affects the data subject as announced by the Personal Data Protection Committee.

“Personal Data Controller” **refers to** a person or juristic person who has the authority to make decisions about the collection, use, or disclosure of personal data.

“Personal Data Processor” **refers to** a person or juristic person who acts on the collection, use, or disclosure of personal data in accordance with the instructions or on behalf of the personal data controller.

“Personal Data Protection Law” refers to the Personal Data Protection Act B.E. 2562 (2019) and related subordinate laws and shall include any future amendments.

3. Groups or categories of persons to whom the Company collects personal information.

Under this Notice, the groups or categories of persons from whom the Company collects and processes personal data include:

- 3.1. A customer, which means a person who buys goods or uses services from the Company, or may purchase goods or uses services from the Company, or any other person of a similar nature, such as an event participant, a user of the website, a person who contacts to obtain information or services from the Company, and respondents to the questionnaire about the Company’s goods or services.
- 3.2. Related persons to the customer, which refers to persons related or represented by the customer, such as executives, directors, employees, agents, or any personnel of the customer, who is a juristic person, and includes those whose personal information appears in documents related to the relevant process, for example, managers, goods buyers, goods receivers, and cheque payers.

4. How we collect and receive your personal information

4.1. The Company collects and receives your personal data through the following channels:

(a) Personal data that you provide directly to the Company

- (1) When you communicate, enquire, give opinions or comments to the Company, whether by written or oral communication, subscription through the website, telephone, email, fax, mail, direct meeting, or by any other means.
- (2) When you express your intention to purchase goods or use services from the Company, enter into a contract with the Company, or deliver documents containing personal information to the Company; and
- (3) When you participate in marketing activities, events, prizes, or other activities organized by or on behalf of the Company, etc.

(b) Personal Data that the Company automatically collects from you

The Company may automatically receive your personal information, such as the data storage through closed-circuit television (CCTV) recordings installed in areas of the office building and areas of the branch offices, the collection of technical information, activities and attending patterns, your browsing history automatically using cookies and other similar technologies. You can find more details in the “Cookie Notice” of the Company.

(c) Personal Data received by the Company from third parties

The Company may obtain your personal data from third parties, for example,

- (1) Collecting information from the Company's service providers, for example, online shopping service providers and service providers for public relations and product and service introduction, etc.
 - (2) In some cases, the Company may collect your personal data from public sources, sources relating to your business, or commercial resources, whether you are a self-discloser of personal data or have given consent to anyone to disclose your personal data.
- 4.2. To collect your personal data, you will be informed of the details set forth in this Notice, including but not limited to the purposes and legal bases of the collection, use, disclosure, or processing of personal data. If the personal data protection law requires the processing of any personal data to obtain your consent, the Company will seek your explicit consent.
- 4.3. In the event that the Company collects your personal data before the date of the law on personal data protection in relation to the collection, use, or disclosure of personal data in force, the Company will continue to collect and use your personal data for the original purposes as the Company has informed you of the personal data collection, which you have the right to withdraw your consent by contacting the Company at the contact details provided in Article 10 of this Notice. The Company reserves the right to consider the request to withdraw your consent and take actions as required by the law on personal data protection.

5. Personal Data Collected

Your personal data that is collected and processed under this Notice, whether it is personal data that you directly provide to the company or personal data that the Company automatically collect from you, or personal information that the Company receive from outsiders, including

- 5.1. Personal information, such as name, surname, date of birth, age, nationality, and ID card number.
- 5.2. Contact information, for example, address, delivery locations, locations for invoice delivery, telephone numbers, and emails.
- 5.3. Payment information, such as amounts, payment terms, bank account number, personal information appearing in invoices, tax invoices, receipts, and direct debit letter.
- 5.4. Information used as evidence to register as a customer with the Company or in transactions, for instance, personal data appearing on a copy of ID card, copy of passport, copy of house registration, copy of name or surname change certificate, application to open the customer's account, power of attorney, copy of the Company's registration certificate, copy of Form Por Por.20, financial statements, and purchase-sale agreements or any other contracts related to the transaction.

5.5. Technical information, such as Log data, IP address, and information collected by the Company through cookies or other similar technologies.

5.6. Other information, for example, records of still images and motion pictures via CCTV.

6. Purposes and legal basis for processing personal data

6.1. The Company processes your personal data for various purposes under the following legal bases (collectively, “Personal Information Processing Purposes”)

No.	Purposes	Legal bases
1.1.	To consider and approve purchase orders or the provision of services, wholesale store subscriptions, including the authority verification process, authorization, identity verification, and attorney, implementation of the Company’s internal processes, and consideration of the risks when entering into relevant transactions to make performance agreements, provision of services, delivery of goods, including contact, coordination, billing, and delivery of relevant documents.	<ul style="list-style-type: none"> ● Contract ● Legitimate Interest
1.2.	To manage purchase orders or provision of services to customers or other persons of a similar nature.	<ul style="list-style-type: none"> ● Contract ● Legitimate Interest
1.3.	To prepare goods or services and perform any other related actions.	<ul style="list-style-type: none"> ● Contract ● Legitimate Interest
1.4.	To proceed with correcting, changing details about customer information in the Company’s information system.	<ul style="list-style-type: none"> ● Legitimate Interest
1.5.	To proceed with receiving complaints from customers, related parties, customers or any other person of a similar nature.	<ul style="list-style-type: none"> ● Legitimate Interest
1.6.	To do public relations and marketing activities of the Company.	<ul style="list-style-type: none"> ● Consent
1.7.	To communicate with customers or any other person of a similar nature.	<ul style="list-style-type: none"> ● Legitimate Interest
1.8.	To comply with the laws related to the Company’s business and lawful orders of the relevant government agencies and competent officers.	<ul style="list-style-type: none"> ● Legitimate Interest
1.9.	To constitute the rights of legal claims, compliance with, or exercising legal claims, or rising up against the claims of the Company at various steps according to the law.	<ul style="list-style-type: none"> ● Legal Obligation

No.	Purposes	Legal bases
1.10	To monitor and maintain order and safety of persons and property of the Company.	<ul style="list-style-type: none"> ● Legitimate Interest ● Vital Interest
1.11	For any action necessary and beneficial to you or directly related to the abovementioned purposes.	<ul style="list-style-type: none"> ● Legitimate Interest

6.2. Since your personal data, which the Company will process for the purposes specified in Clause 6.1 above in relation to compliance with laws or contracts or it is necessary to enter into a contract with you, is necessary to achieve such purposes. If you do not wish to provide such personal data to the Company, it may have legal consequences or may prevent the Company from performing its duties under the contract entered into with you, or from being unable to enter into a contract with you (in certain cases). In such cases, the Company may have to refuse to enter into a contract with you or cancel any purchase or provision of services related to you, in whole or in part.

6.3. In the event that the Company will process your personal data in a manner or for purposes that are inconsistent with the purposes set forth above, the Company will provide additional personal data protection policies or notices or send a notice to you explaining the processing of such information. You should read the additional policies or notice associated with this Notice or such notification (in some cases).

7. Disclosure of Personal Information

7.1. The Company may disclose your personal information for the purposes set out and in accordance with the rules defined by law to the following persons and authorities:

- (a) Internal agencies, which shall include executives, directors, officials, employees, or internal personnel of the Company as far as is concerned and necessary for the processing of your personal data.
- (b) Business partners, service providers, and personal data processors assigned or hired by the Company to perform personal data management/processing for the Company to provide services, such as information technology services, data recording services, payment services, postal services, parcel courier services, or any other service that may be useful to you or related to the business of the Company, for example, commercial banks.
- (c) Consultants of the Company, such as legal advisors, lawyers, auditors, internal audit service providers, or any other experts, both internal and external, of the Company.

- (d) Government agencies that have legal regulatory duties or that request to disclose personal information by virtue of law or in connection with legal proceedings or that have been authorized by law, for instance, the Revenue Department, Department of Business Development, the Office of the Personal Data Protection Commission, Royal Thai Police, the Office of the Attorney General, Courts, and Legal Execution Department.
 - (e) Customers, business partners, contract parties of the Company with whom you have communicated or being related to your duties or position, or any other person with the similar nature.
 - (f) Any other person or agency to whom you have consented to disclose your personal data to that person or entity.
- 7.2. Disclosure of your personal data to other persons will only be carried out for specified purposes or other purposes required by law. In the event that your consent is required by law, the Company will ask for your consent first.
- 7.3. In order to disclose your personal data to other persons, the Company will take appropriate measures to protect the personal data disclosed and to comply with the standards and duties of personal data protection as prescribed by the Law on Personal Data Protection. In the event that the Company sends or transfers your personal data abroad, the Company will take steps to ensure that the destination countries, international organizations, or overseas data recipients have adequate personal data protection standards or to ensure that the transmission or transfer of your personal data abroad complies with the rules prescribed by the Law on Personal Data Protection. In some cases, the Company may ask for your consent for the transmission or transfer of your personal data to the foreign countries.

8. Retention Period of Personal Data

The Company will retain your personal data for the period necessary to achieve the purposes specified for the processing of such personal data. A change in the period of retention will depend on the purpose set for processing of personal information. In addition, the Company will retain personal data for the period required by relevant laws (if any) taking into account the legal statute of limitations for legal proceedings that may arise from or related to documents or personal information that the Company collected in each item and the practices of the Company and of the relevant business sectors for each type of personal data.

In this regard, the company will retain your personal data for a period not exceeding 10 years from the date on which the legal relationship between you and the Company ends. However, the Company may retain your personal data for a period longer than that period if permitted by law or the retention of such personal data is necessary to constitute legal claims of the Company.

After the maturity of the period mentioned above, the Company will delete or destroy such personal data from the storage or system of the Company and of other persons providing the service to the Company (if any), or make your personal data non-personally identifiable to you, unless it is the case where the Company is able to retain such personal data further as required by the Law on Personal Data Protection or other relevant laws. For more information about the retention period of your personal information, you can contact the Company at the contact details provided in Article 10 of this Notice.

9. Your rights as the data subject

As you are the owner of personal data, you have the rights as stipulated by the Personal Data Protection Act B.E. 2562 (2019). You can apply to exercise your rights by filling in the information via “*Data Subject Right Request Form*” or make contact through the channel specified by the Company in Article 11. You can start exercising your rights when the Personal Data Protection Act applies to the Company. The rights are as follows:

(a) Right to Withdraw Consent

In case the Company asks for your consent, you have the right to withdraw your consent to the processing of personal data which you have provided to the Company, unless the withdrawal of consent is limited by law or contract benefiting you.

(The withdrawal of consent will not affect the processing of personal data for which you have already lawfully consented.)

(b) Right to Access

You have the right to request access to and obtain a copy of your information which is under the Company’s responsibility, including asking the Company to disclose the acquisition of such information that you have not consented to.

(c) Data Portability Right

You have the right to request the Company to transfer your personal data that you have provided to the Company as required by law.

(d) Right to Object

You have the right to object to the processing of information relating to you for collecting, using, or disclosing your personal information as required by law.

(e) Erasure Right

You have the right to request the Company to delete your personal data as required by law. However, the Company may store your personal data electronically, which may not be deleted in some systems. In such circumstances, the Company shall arrange to destroy or cause such information to become unidentified.

(f) **Right to Restrict Processing**

You have the right to request the Company to suspend the use of your information as required by law.

(g) **Right to Rectification**

In the event that you determine that the information in the possession of the Company is inaccurate or you have changed your personal data, you have the right to ask the Company to correct your personal data in order to make such personal data correct, up to date, complete, and not misleading.

(h) **Right to Lodge a Complaint**

You have the right to file a complaint to the authorized competent officer under the Personal Data Protection Act, B.E. 2562 (2019) if the Company violates or does not comply with the act.

The Company reserves the right to consider your exercise request and proceed in accordance with the law on personal data protection.

10. Amendments to this Notice

The Company may revise this Privacy Notice from time to time. When such changes arise, the Company will notify you of the revision via the Company's website or email. If your consent is required, the Company will also proceed with attaining your consent.

11. Contact Method

In case of any questions or inquiries regarding the protection of your personal data, collection, use, or disclosure of your information, exercise of rights, or any complaints, you can contact the Company through the following channels:

Moshi Moshi Retail Corporation Public Company Limited

Contact Location: 26/18 Village No. 10, Bang Khun Thian Subdistrict, Chom Thong District, Bangkok 10150

Telephone number: 02-891-3088

Email: dpo@moshimoshi.co.th

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