

Privacy Notice

for Visitors to the Company's Website

1. General Chapters

Moshi Moshi Retail Corporation Public Company Limited (the “Company”) gives great importance to the protection of the personal information of visitors to the Company's website 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 visitors to the website of the Company (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:

However, if you visit our website for a specific purpose, such as to access the car reservation service on our website or to apply for a job, please consult the relevant personal data notification form [here](#).

2. Definitions

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

“You” **refers to** visitors to the website of the Company.

“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. **Visitors to the Company's website**, which means individuals using the internet service to visit the Company's website and search for information about the Company, information about the Company's services, or other information announced or publicized on the Company's website, etc.

4. How we collect and receive your personal information

- 4.1. In accessing the Company's website, personal data may be collected. Some personal data may be automatically collected from the use of the website, such as IP address and browser type, and some may be obtained from asking you to fill out forms defined by the Company, or some is the information you give us to support each type of related activities, for example, making inquiries, asking for more information, and complaining. Moreover, the Company may collect personal data from you through our personal data processors or your information may be collected from other sources, such as publicly accessible sources of personal information or information that can be copied from government agencies, etc.
- 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 13 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. Identifying information, for instance, name and surname.
- 5.2. Contact information, such as address, telephone number, and email.
- 5.3. User account information and password, only in case of accessing the Company's system
- 5.4. Technical information, such as Log data, IP address, and information collected by the Company through cookies or other similar technologies.

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 use the website or access various systems on the Company's website or use to connect to other websites or other platforms of the Company's partners or external agencies.	Necessity for Legitimate Interests
1.2.	To measure performance and analyze market surveys and marketing strategies, including business planning, reporting and forecasting.	Necessity for Legitimate Interests
1.3.	To analyze, research, and develop the Company's products, services, and activities to better or suit your needs, including collecting information on the use of the Company's website to analyze the use of website users for the development of the website and communication strategy of the Company.	Necessity for Legitimate Interests
1.4.	To make further inquiries regarding requests or complaints or information that you have provided to us, including considering on implementation of requests, contacting to send information, verifying facts, storing records to follow up on the results of the actions.	Necessity for Legitimate Interests
1.5.	To comply with the law, investigation following any other legal and regulatory process and to report or disclose information to government agencies, state agencies, independent organizations, or any other agency by virtue of law or court order, including	Legal Obligation

No.	Purposes	Legal bases
	constituting legal claims, compliance with, or exercising legal claims, or rising up against legal claims.	

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. Access to other websites through the Company's website

Since this Personal Data Notification Form is used for providing services and using the Company's website only. If you visit other websites through the Company's website, the protection of personal information will be in accordance with the personal information notification form of those websites that are not in relation to the Company.

8. Cookies and Similar Technologies

The Company uses cookies that are strictly necessary for the operation of the Company's website to collect and store information when you visit the website, and the Company wishes to use optional cookies to help us improve our website. On this subject, the Company will not use alternative cookies until you allow us to enable them. Furthermore, our website may use Google Analytics to analyze the website usage data and to improve our website. You can learn more about the use of cookies from [the Company's Cookie Policy](#).

9. Disclosure of Personal Information

9.1. The Company may disclose your personal information, for the purposes set forth and in accordance with the rules established by law, to the following persons and agencies:

- (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 manage/process personal data for the Company in providing services, such as providing information technology services or any other services that may benefit you.
 - (c) 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, Ministry of Commerce, the Office of the Personal Data Protection Commission, Royal Thai Police, the Office of the Attorney General, and Courts.
- 9.2. 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.
- 9.3. 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.

10. Retention Period of Personal Data

The Company will keep your personal data for the period necessary for the purposes of collecting, using, or disclosing the personal data specified in this form and may continue to keep for the period necessary to comply with the law or the legal statute of limitations for the establishment of legal claims, compliance with, or exercising legal claims, or rising up against legal claims, or for other reasons according to the Company's internal policies and requirements.

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 13 of this Notice.

11. 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 13. 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.

12. 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.

13. 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

Announced on July 1, 2022.