

Privacy Notice

With regard to the 7 Eleven TH Application/7App (the “**7App**”), the 7 Eleven website www.7eleven.co.th (the “**7Web**”), and the Company’s services in the 7App and 7Web, CP ALL Public Company Limited (the “**Company**”), the provider of the 7App, 7Web, and the Company’s services in the 7App, respects your privacy and is aware of and committed to protecting the personal data that you have entrusted to the Company. The Company wishes to inform you of the methods and objectives for the collection, use, and disclosure of your personal data (the “**Processing**”), as well as your rights to manage your personal data in the Company's possession. This is to ensure that you are aware of the Company's data privacy protection measures for the services offered in the 7App, which is a service provided by the Company. This excludes services accessed through the 7App that are linked to other websites or applications that are not operated by the Company. The Company will process your personal data with transparency and in compliance with the Personal Data Protection Act B.E. 2562 (2019). You are advised to read this notice carefully in order to gain an understanding of the Processing and data privacy protection practices of the Company. If you have any questions, please contact the Company using the contact information provided in this document.

1. Objectives and bases for data Processing

Objectives of data Processing: The Company collects your personal data when you access services in the 7App or 7Web or apply for a user account for the 7App or 7Web, which includes accessing the Company's services provided in the 7App or 7Web, such as All Online and 7-Delivery, for the purpose of identity verification, provision of services, delivery of products and services in accordance with contracts, provision of benefits, advertising, marketing, offering products or services to customers in general or specifically for you based on your interests, improving the quality of products or services, market research analysis and surveys, issuing tax invoices, improving services, complaint resolution, providing reports and statistics, and risk management and security measures, as well as disclosure of personal data to data processors or business partners or disclosure as required by law.

Data Processing bases: The Company shall process your personal data in accordance with the following bases:

- Consent basis: The Company requires your consent prior to collecting and/or using your personal data to analyze your behaviors and interests (Profiling) in order to design or develop products and/or services, advertise products and/or services that are exclusive and match your interests (Personalized Advertising), present and/or recommend products and/or services, conduct research and surveys by directly communicating with you (Direct Marketing), e.g., via email or SMS, and/or disclose your personal data to other companies within the Company's group or business partners who have similar business objectives and activities, or for the business objectives and activities of the company to which your data has been disclosed. The objectives of the Processing are as provided in this consent basis. If you wish to change your consent, you may do

so yourself via the 7App or by contacting the Company and making a request in accordance with Clause 5.

- Contract basis: In order to apply for a user account on the 7App and 7Web and use the Company's services provided on the 7App and 7Web, you are required to provide your personal data for the purposes of identity verification, compliance with sale and purchase contracts or service contracts for the services you use, delivery of products and services under contracts, coordinating on after-sale service, adjusting and improving services based on complaints submitted through the Company's complaint channels, processing refunds as per your request, improving the efficiency of products and services, arranging marketing for products, services, and benefits, organizing promotional activities, conducting research, analysis, and market surveys, preparing statistical reports, and being presented with an overview of new products or services. If you do not provide your personal data for the purposes outlined in this contract basis, the Company will be unable to provide its services to you.

- Legitimate interest basis: The Company may offer general products, promotions, or benefits without analyzing behaviors or providing exclusive rights to you. The Company may conduct Processing, research, and statistical analysis for the purposes of the Company's operations, issuance of tax invoices for your next visit, preparation of reports for the Company's internal operations, improving the Company's services, risk management for the Company's operations, corruption prevention, and security measures for protecting the assets of the Company and your assets.

- Legal obligation basis: The Company may disclose your personal data to government officials or relevant authorities that have the legal authority to request such information, such as the Office of the Consumer Protection Board, the Royal Thai Police, the Office of the Attorney General, and the courts. In order to issue tax invoices, the Company is required to collect your personal data and submit it to the Revenue Department in accordance with the Revenue Code and any other relevant laws and regulations, such as Section 86/4 of the Revenue Code and the Notification of the Director-General of the Revenue Department regarding Value Added Tax (No.199). If you do not provide your personal data, the Company will be unable to issue a full-version tax invoice to you, and you will instead receive an abbreviated tax invoice from the Company for every purchase of products and services.

2. Personal data to be processed and retention period

Type of personal data/data retention period

- All Online: name, surname, gender, telephone number, address, email address, list and history of products and services purchased, records of conversations when contacting the Company, whether in the form of audio (telephone) or text (website or letter), copies of bank account passbook/bank account number (in the case of refund by cash).

The Company shall retain your personal data for the duration of your user account and for a period of no more than 90 days following the cancellation of your account. (A user account will be terminated within 30 days of the date of the user's cancellation notification.)

- 7-Delivery: name, surname, gender, telephone number, address via location or place specification (Geolocation/Location Data), list and history of products and services purchased, records of conversations when contacting the Company, whether in the form of audio (telephone) or text (website or letter).

The Company shall retain your personal data for the duration of your user account and for a period of no more than 90 days following the cancellation of your account. (A user account will be terminated within 30 days of the date of the user's cancellation notification.)

- Issuance of tax invoice: name, surname, address, tax identification number (identification card number).

The Company shall retain your personal data for a period of six years from the date of issuance of tax invoice.

After the end of the retention period stated above, your personal data will be erased or anonymized by the Company.

3. Disclosure of personal data to third parties

The Company may disclose or transfer your personal data, whether domestically and internationally, to third parties only as necessary to achieve the data Processing objectives and in accordance with the data Processing bases stated in Clause 1, such as companies within the CP ALL Group (the details of which can be found at www.cpall.co.th), employees and companies hired by the Company to act as data processors, business partners, legal advisors, attorneys, auditors, and the Revenue Department and its officials, as prescribed by law, as well as to government authorities that have the legal authority to request such personal data, e.g., the Royal Thai Police, the Office of the Attorney General, the courts, or government officials with the authority to do so, e.g., inquiry officials or prosecutors. In addition, the Company may disclose your personal data to government authorities and officials for the purpose of legal proceedings in which the Company is involved.

4. Rights of the data owner

You have the right to take the following actions as provided by law:

4.1 The right to revoke consent

You have the right to revoke your consent at any time, in accordance with the objectives for which the Company originally obtained your consent.

4.2 The right to access your personal data

You have the right to access and obtain a copy of your personal data collected, used, and disclosed by the Company, and to request the Company to disclose any acquisitions of your personal data

that you did not consent to. However, the Company may charge a fee for such requests if they are deemed unreasonable. The Company will inform you of any such fees before responding to your request.

4.3 The right to request that your personal data be corrected

You have the right to request that the Company amend any personal data collected, used, or disclosed by the Company, ensuring that it is accurate, current, complete, and not misleading.

4.4 The right to request that your personal data be erased or destroyed

You have the right to request that the Company erase, destroy, or anonymize your personal data in the following cases:

- When the personal data is no longer necessary for the purposes for which it was collected.
- When you withdraw your consent and the Company has no legal authority to continue collecting, using, or disclosing such personal data.
- When you object to the Company's collection, use, or disclosure of your personal data where the Company has collected, used, or disclosed your personal data under a legitimate interest basis or for direct marketing, and the Company has no reasonable grounds to deny your objection.
- When your personal data collected, used or disclosed by the Company is unlawful.
- When you request the deletion or cancellation of all your user accounts with the Company, or request that an account registered through a third-party service (such as Facebook, Apple, or Google) be canceled. You can contact the Company's customer service center at 02-8267744 to make such a request. The Company will cancel your account within 30 days of receipt of your cancellation request and will delete your personal data within 90 days of the date that your account was canceled.

4.5 The right to suspend the use of your personal data

You have the right to suspend the use of your personal data for certain reasons, such as to temporarily suspend your user account.

4.6 The right to request that your personal data be transferred

You have the right to receive personal data that can be read or processed by automated means, and to use or disclose such information through automated means, including sending or transferring such information to other personal data controllers. However, such information is limited only to the personal data that you have provided to the Company.

4.7 The right to object

You have the right to object to the collection, use, or disclosure of your personal data as provided by law, such as the right to object to the use of your personal data for direct marketing purposes.

4.8 The right to file a complaint

You have the right to file a complaint with the Office of the Personal Data Protection Commission.

Any request to exercise your rights stated above must be made in writing or via electronic means provided by the Company. The Company will use its best endeavors to respond to your request within a reasonable period and within the period as specified under the law. In this regard, the Company shall comply with the requirements under the law with respect to the rights you are entitled to as the owner of the personal data.

You may encounter certain limitations with regard to exercising your rights, and the Company shall provide you with an explanation if the Company is unable to comply with your request. These limitations shall be in accordance with the limitations as stipulated in the Personal Data Protection Act B.E. 2562 (2019).

In exercising any of the rights stated above, the Company reserves the right to charge a service fee, as deemed relevant and necessary, for any actions taken in regard to your personal data as per your request.

5. Connection to other websites or applications

The 7App and 7Web contain links to websites and applications of other companies within the Company's group or third-party service providers, which are not under the supervision of the Company. This Privacy Notice does not apply to such websites and applications. By clicking on icons or links that lead to such websites and applications, you are responsible for reviewing their data processing and personal data protection policies.

6. Amendment to this Privacy Notice

In compliance with the Personal Data Protection Act B.E. 2562 (2019), this Privacy Notice may be amended from time to time. The Company will make the current version of the notice available on the 7App.

7. Details of the Personal Data Protection Officer

Any complaint regarding personal data should be addressed to the Personal Data Protection Officer via the following channels:

Data Protection Officer: DPO

No. 313, C.P. Tower, 24th Floor, Silom Road, Silom Sub-district, Bangrak District, Bangkok
Metropolis 10500

Email address: privacy@cpall.co.th

Personal Data Controller

CP ALL Public Company Limited

No. 313, C.P. Tower, 24th Floor, Silom Road, Silom Sub-district, Bangrak District, Bangkok
Metropolis 10500
Email address: faq@cpall.co.th
Telephone: 02-8267744

If you believe that the Processing of your personal data has not been carried out in compliance with the Personal Data Protection Act B.E. 2562 (2019), you have the right to file a complaint with the Office of the Personal Data Protection Committee.

This Privacy Notice shall take effect on the same day as the date that the personal data protection regulations under the Personal Data Protection Act B.E. 2562 (2019) become effective.