

Privacy Notice for Customer Service

CP All Public Company Limited (“Company”, “we” or “us”) respects your privacy, recognizes importance, and determines to protect personal data you entrusted us with confidence. We, therefore, would like to inform you of the process and purpose of the collection, use, and disclosure (“**Processing**”) of your personal data and your right to manage your personal data in our possession. We will process personal data with full transparency consistent with the Personal Data Protection Act B.E. 2562 (2019). We urge you to read this document to understand the processing and protection of personal data by us. Should you have any questions, please do not hesitate to contact us as per the contact information shown in this document.

1. Objective and Basis of Data Processing

Objective of Data Processing: We process your personal data for Customer Service, such as service upon request, answering inquiries, acknowledging complaints, suggestions and comments of customers in relation to our products and services.

Basis of Data Processing: We process your personal data on the following basis:

- **Contract:** We collect and use your personal data when you contact us via various channels in order to serve your requests in various issues, answering your inquiries, acknowledging complaints, suggestions and comments you may have upon our products, services or employees, and getting back to you to notify the result of action upon your request or complaint;
- **Legitimate Interest:** We process your personal data for analysis and improvement of our products and services, direct contact with you upon your comments and complaints about us for which visibility has been set to public in your social media channels or public websites, preparation of reports for internal conference, internal audit, or exercise of legal rights;
- **Legal Obligation:** We may transmit your personal data to the governmental authorities or any person entitled by law to retrieve such data in order to comply with the law, such as transmission of data under the Personal Data Protection Act B.E. 2562 (2019), the Consumer Protection Act B.E. 2522 (1979), or provision of data to inquiry officer, public prosecutor, or court of law.

2. Personal Data to be Processed and Duration of Collection

Category/List of Personal Data	Duration of Collection
Name, surname, phone number, address, email, identification number, membership number, financial document, photo, name of social media account (if notified via online media), voice recording Sensitive Data Health data (if notified about sickness due to unsafe products or accident in area under our control) * We will seek your consent for collection of this category of data	1. Document stored electronically in computer system: 5 years; 2. Physical document: 5 years 3. Voice recording: 2 years

After the specified period, we will delete personal data or anonymize personal not to be personally identifiable.

3. Disclosure of Data to Third Parties

We may disclose the data to any person or entity we have engaged to act as the processor of personal data for customer service, or to comply with the law or exercise the legal rights, or to any authorities or people entitled by law to request such information, such as competent official, a committee with authorities under the law, inquiry officer, public prosecutor, and court of law.

4. Right of Data Owner

You have the right to (1) withdraw the consent, in the case we have requested the consent to process your personal data; (2) access and retrieve a copy of personal data collected, used and disclosed by us; (3) request the transfer of your personal data; (4) object to the processing of your personal data; (5) have your personal data deleted, destroyed or anonymized such that it can no longer be personally identified; (6) suspend the use of your personal data; (7) request rectification of your personal data such that it is up to date, complete and not misleading; and (8) file a complaint in the case you are of the view that we, our officer, or our agent violate your rights under the Personal Data Protection Act B.E. 2562 (2019).

Any requests to exercise the aforesaid rights entitled to you must be made in writing. We will use utmost endeavor to comply within the reasonable period, but not exceeding the period prescribed by law. We will comply with legal provisions relating to your rights as the owner of personal data.

There may be certain restrictions on the exercise of your rights. In such case, we shall provide clarification to you as to the reason we are unable to comply with your requests. Such restrictions are in accordance with the Personal Data Protection Act B.E. 2562 (2019).

We reserve the right to charge necessary and expedient fee to take action with respect to your personal data as per your request described above.

5. Revision to Privacy Notice

In order to comply with the Personal Data Protection Act B.E. 2562 (2019), this Privacy Notice may be subject to revision from time to time. The most recent version will be shown at <https://www.cpall.co.th/privacy-notice>

6. Details of Data Protection Officer

For complaints relating to personal data, you may contact the data protection officer or the company that controls the data as per the following contact information:

Data Protection Officer

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

Email address: faq@cpall.co.th

If you are of the view that the processing of your personal data is not in accordance with the Personal Data Protection Act B.E. 2562 (2019), you also have the right to file a complaint with the Office of Personal Data Protection Commission.