

# Privacy Notice for Contests and Premium Redemption

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:** The Company processes your personal data when you participate in the Contests organized by the Company or when you redeem premium items with the Company.

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

- **Contract:** for registering to participate in activities, adhering to the activity's conditions, announcing the names of lucky winners or prize winners, using the pictures you send to participate in activities, and sending prizes to promote Company-organized activities. This also covers sending prizes to you if you are the lucky winner or winner of the activity and delivering premium items to you.
- **Legitimate Interest:** The Company collects your personal data to confirm your identity as a lucky winner or winner of an activity, or as a person who reserves a premium item. This data is also used to prepare reports for internal use within the Company, for internal audits, and for legal purposes, including potential litigation.
- **Legal Obligation:** The Company discloses your personal data to the Revenue Department to submit withholding tax information for prize distribution. It may also disclose your personal information as required by relevant laws or regulations or pursuant to the order of an investigator, prosecutor, or court.

## 2. Personal Data to be Processed and Duration of Collection

Category/List of Personal Data	Duration of Collection
<ul style="list-style-type: none"><li>• <b>Contests</b> Name, surname, phone number, address, email, copy of identification card, picture</li></ul>	Keep it for the duration of the event and for an additional 3 months from the day of the lucky winner or prize winner is announced at the event.
<ul style="list-style-type: none"><li>• <b>Redeem and Reserved Premiums</b> phone number</li></ul>	2 years from the year of the customer provided premium item reservation information.

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

## 3. Disclosure of Data to Third Parties

The Company discloses personal data to data processors hired by the Company to assist in the execution of its activities. It also discloses personal data to the Revenue Department for the purpose of submitting withholding tax information. Additionally, the Company may disclose personal data to third parties as

required to fulfill the primary purpose or purposes related to the processing of personal data. The Company will disclose personal data to any individual as required by relevant laws or regulations or in accordance with court orders.

#### **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, 24<sup>th</sup> Floor, Silom Road, Silom Sub-district, Bangrak District, Bangkok 10500

Email address: [privacy@cpall.co.th](mailto:privacy@cpall.co.th)

##### **Personal Data Controller**

CP All Public Company Limited

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

Email address: [faq@cpall.co.th](mailto: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.