



Personal Data Protection Policy

Prepared and announced by Bangkok Land Public Company Limited

Date: 25 May 2022

Bangkok Land Public Company Limited (the “Company”) is required to comply with the Personal Data Protection Act B.E. 2562 (2019) (“PDPA”), in order to safeguard the rights of individuals with respect to the collection, use, disclosure, and processing of personal data. Accordingly, this Personal Data Protection Policy (“Policy”) has been adopted for the purpose of informing data subjects of the methods of collection, use, and disclosure of their personal data. Please read this Policy carefully to understand the objectives for which the Company collects, uses, and discloses your personal data, under the following terms and conditions.

TERMS AND CONDITIONS

1. Definitions

“Personal Data” means any information relating to an individual which enables the identification of such individual, whether directly or indirectly.

“Sensitive Personal Data” means any personal information that is inherently sensitive and may give rise to unfair discrimination, such as racial or ethnic origin, political opinions, religious or philosophical beliefs, sexual orientation, criminal records, health data, disability, trade union membership, genetic data, biometric data, or any other information of similar nature as prescribed by the Personal Data Protection Committee.

“Processing” means any operation performed on personal data, including collection, use, disclosure, deletion, or destruction of personal data.

2. Collection of Personal Data

The Company shall collect personal data for specific, lawful, and fair purposes, and only to the extent necessary for the Company's business operations. Where the Company collects sensitive personal data, the explicit consent of the data subject shall be obtained in advance, unless the collection is exempted under the PDPA or other applicable laws.

3. Purpose of Collection, Use, and Disclosure of Personal Data

The Company may collect and use personal data for the purposes of its operations, such as procurement, contract execution, financial transactions, corporate activities, coordination, or to enhance service quality and efficiency, including database creation, operational analysis, and process improvement. The Company may also process personal data for other lawful purposes and/or to comply with applicable laws and regulations. The Company shall retain and use such data only for as long as necessary to fulfill the stated purposes or as required by law. Any use or disclosure of personal data beyond the original purposes shall require notification to, and consent from, the data subject, except where permitted by the PDPA or applicable laws.

4. Disclosure of Personal Data

Personal data shall be kept confidential in accordance with the law and the stated purposes. However, the Company may disclose personal data to its personnel who are responsible for personal data processing, sales agents, affiliates, group companies, business partners, professional advisors, or other relevant persons. Disclosure may also be made to government authorities as required by law, by court order, or during judicial or administrative proceedings.

5. Data Protection Measures

The Company shall implement appropriate measures, including security safeguards, in accordance with applicable laws, regulations, standards, and guidelines, to protect personal data. The Company shall also promote awareness and responsibility among its employees and related persons regarding the collection, storage, use, and disclosure of personal data. Employees are required to strictly comply with this Policy and the Company's data protection practices to ensure lawful and effective compliance.

6. Rights of Data Subjects

Data subjects are entitled to the following rights:

- Right of access and to obtain a copy of personal data relating to themselves, including the right to request transfer or transmission of such data.
- Right to be informed of the acquisition of personal data obtained without consent.
- Right to request rectification, completion, or update of personal data to ensure accuracy, completeness, and prevent misunderstanding.
- Right to object to the collection, use, or disclosure of personal data where permitted by law, without requiring consent.
- Right to request erasure, destruction, or anonymization of personal data.
- Right to withdraw consent to the collection, use, or disclosure of personal data.
- Right to request restriction of processing of personal data.
- Right to lodge a complaint with the Expert Committee in the event of a violation or non-compliance with the PDPA by the Company or the data processor.

7. Review of the Policy

The Company may amend or update this Policy from time to time in order to comply with legal requirements, business operations, or recommendations from relevant authorities. The Company shall notify data subjects of any changes prior to implementation.

8. Contact Information

- Legal and Compliance Department
- Bangkok Land Public Company Limited
- Office: 47/569-576, Moo 3, 10th Floor, New Geneva Industrial Condominium, Popular 3 Road, Banmai Subdistrict, Pakkret District, Nonthaburi Province
- Tel: +66 (0) 2 504 4940 – 9 Ext. 1098
- Email: leg@bangkokland.co.th

COOKIE POLICY

Cookies are small text files containing letters and numbers stored by the Company in your browser or the hard drive of your computer or mobile device. The Company may collect information about you through these cookies when you visit our website.

Types of cookies used by the Company may include the following:

1. **Necessary Cookies** – Essential for the functioning of the website, enabling basic features and secure access. Without these cookies, the website cannot function properly. These cookies do not identify you personally.
2. **Performance Cookies** – Enable the Company to count visitors, track traffic sources, and understand how users interact with the website, thereby improving user experience. Data collected is anonymized.
3. **Functionality Cookies** – Allow the website to remember user preferences, such as login details and language settings, for convenience in future visits. Disabling these may reduce website functionality.
4. **Targeting Cookies** – May be set by marketing partners to track browsing behavior, websites visited, and links clicked, enabling delivery of content tailored to user interests. The Company may share this information with third parties.
5. **Third-Party Cookies** – In some cases, the Company uses trusted third-party cookies such as Google Analytics to analyze website usage, including time spent and pages visited, to improve content and user experience.

Amendment of Cookie Policy

The Company may review and update this Cookie Policy as appropriate. Please visit this webpage to view the most recent version of the Cookie Policy.