

## Privacy Policy for Customers

Siam Global House Public Company Limited and its affiliates (hereinafter collectively referred to as “we”) respect the rights to privacy of our customers (hereinafter referred to as “you”). To ensure that your personal data is protected, we have created this privacy policy to inform the details regarding the collection, use, disclosure, deletion, and destruction (collectively called as “the processing”) of your personal data either online channel and other channels as stipulated by Personal Data Protection Act as follows;

### 1. Objective of personal data processing

1.1 For use in processing pursuant to the membership agreement such as, for points collection, points redeem, offering and receiving promotion rights, privileges, and activities participation of member, your account management, products transportation, processing about accounting and financial.

1.2 For our legitimate interests or those of others.

(1) To manage, develop, and conduct our business operations which include administration and development of websites and applications, fraud prevention and detection, crime prevention, relationship management for current and potential customers, maintenance of information technology (IT) systems;

(2) To protect your security such as provision of security measures, protection of your personal data, access control and identity authentication when you log in to your user account;

3) To conduct marketing research and data analysis which include to send news and privileges to you via emails, SMS, applications, social media, telephone, and direct mails, and to conduct questionnaires and interviews with you for benefit of marketing research.

4) To establish, exercise, or defend your or our legal claims.

1.3 to protect vital interests of you or of another person, for instance, contact in case of emergency and control and prevent disease.

1.4 To comply with a legal obligation such as comply with the provisions of the law, regulations, and order by the legal authority person.

1.5 To perform it duties in operations for our public interest or in the exercise of official authority vested in us.

1.6 With your consent, we process your personal data to:

(1) Enable us, the companies in our group, and our partners to send news and privileges to you via emails, SMS, applications, social media, telephone, and direct mails; and

(2) Conduct other activities beside of the aforesaid which we might have to collect additional personal data about you in which case we will inform and request your new consent from time to time.

You can find out more about consent in item 4 of this privacy notice.

## 2. Personal Data We Collect

2.1 When you registered to be a member of Siam Global House Public Company Limited; we collect the following personal data:

- (1) Personal information, that is; ID cards, ID number, title, name, date of birth, mobile number, email, status, occupation, password, current address, address in ID card.
- (2) When you collect points, information related to purchase of products and/or services, such as category of products you bought, purchasing history, products return history, products claim, financial information, your gained privileges, the payment history.
- (3) In case of refund, we collect the additional personal data such as Bank account, ID cards.

2.2 When you visit our website or application, we collect the following personal data:

- (1) Information about electronic devices that you use, such as IP Address, or another device identifier;
- (2) The type and version of the browser you use and the type and version of a plug – in of browser.
- (3) Time Zone setting.

2.3 When you contact us or participate in any activity with us, such as contacting the contact center, take part in a customer satisfaction survey, and participate in our loyalty activities; we collect the following personal data:

- (1) Personal information, such as name, date of birth, status, occupation, photograph, identification card number.
- (2) Contact information such as telephone number, email, address.
- (3) Information about your complaints
- (4) Information about your participation in our activities, such as previous history of activities, photographs taken during your participation.

2.4 We may need to collect and process special categories of personal data, as defined by personal data protection law, to fulfill the objectives we set out in this privacy notice such as when you give us explicit consent to disclose such data or such data was sent to us by other persons by order or your action.

In addition, in some cases, we may collect your special categories of personal data even if the product or service you received is not directly associated with such information. For instance, we do not intend to collect information about your religious belief but we obtain such information when we collect an image of your identification card; and we might have to collect your health information, e.g. food allergies, when we organize a customer relationship activity for you.

2.5 Where necessary, we will process your special categories personal data only when you give us explicit consent or for other purposes as required by law. We will ensure that we will try our best to provide adequate security measures to protect your special categories personal data.

### 3. Cookies and Other Similar Technologies

- 3.1. We use cookies on our website to collect personal data as specified in our [Cookies Notice](#).
- 3.2. Our application implements similar technologies to Cookies such as Google Analytic, App Heatmap, EDM Tag. Such technologies collect personal data such as for using information to improve application usage including to offer privileges to better match your interests.

### 4. Consent, Withdrawal and Consequences

- 4.1 In case that we collect and process personal data based on your consent, you are entitled to withdraw your consent at any time but such withdrawal will not affect the collection, use, disclosure, or the processing made prior to the withdrawal of consent.
- 4.2 Your withdrawal of consent or refusal to provide certain information may result in us being unable to fulfill some or all of the objectives stated in this privacy notice.
- 4.3 If you are under 20 years of age, you shall, prior to giving the consent, inform us of your parent or guardian so that we shall also be able to ask consent from them.

### 5. Retention Period

- 5.1 We will retain your personal data for the period necessary to meet the objectives unless the law requires longer retention periods. In the event that such period is unclear, we will retain the data for a customary expected period in accordance with retention standards (e.g. the prescriptive period of 10 years for general legal claims).
- 5.2 We have established an auditing system to delete or destroy your personal data when the retention period expires or when it becomes irrelevant or unnecessary for the purposes of collecting that personal data.
- 5.3 If your personal data is processed based on consent, we will stop the processing when you have withdrawn the consent and when we finished the processing of your request. However, we may keep your personal data as necessary to record your withdrawn so we can respond to your request in the future.

### 6. Disclosure of Your Personal Data

- 6.1 We disclose and share your personal data with:
- (1) Companies in Siam Global House Public Company Limited (“affiliates”) and companies in business partners who are services providers and distributors of building materials and home décor products and
  - (2) Individuals and entities which are not our affiliates (third parties) for the purpose of collecting and processing personal information as described in this privacy notice such as our dealers, points redemption or transferring providers, transport and logistics service providers, postal service providers, financial service providers (such as banks, payment companies, electronic payment service providers, credit providers), IT service providers (such as providers of cloud services, blockchain systems, SMS, or emails), IT developers, programmers, auditors, consultants, advisors, government agencies (e.g. the Revenue Department, the Anti-Money Laundering Office), and other persons who have to obtain your personal data to make us able to conduct business, provide products and services, and meet the purposes for the collection and processing of personal data as described in this privacy notice.

6.2 In the event of a restructuring, sale, or transfer of our business or assets; we may disclose your personal data to a transferee or an acquirer and their advisor. However, we will use our best effort to protect your personal data which includes requiring the transferee or the acquirer and their advisor to comply with the Personal Data Protection Act and this privacy notice.

6.3. We will require the person receiving the information to take appropriate measures to protect your data and process it only as much as necessary. And take steps to prevent the unlawful use or disclosure of personal data.

## 7. Transferring Personal Data Overseas

7.1 We may send or transfer your personal data to our affiliates or other persons in a foreign country if it is necessary in order for us to perform our obligations in the contract to which you are the counterparty or contract between us and third party for your benefit, to respond to your pre-contractual request; to protect your and third party's life, body and health, to comply with laws or to the extent necessary for the public interest activities.

7.2 We may store your information on a computer, server, or cloud provided by a third party and may use third-party programs, applications and platforms in processing your personal data. However, we will not allow unrelated parties to access to your personal data and will require such parties to have appropriate security protection measures.

7.3 In the event that your personal data is transferred to a foreign country, we will comply with applicable personal data protection laws and take appropriate measures to ensure that your personal data is protected and you can exercise your rights in accordance with the laws. Moreover, we will require those who receive the data to have appropriate protection measures for your personal data, to process such personal data only as necessary, and to take steps to prevent unauthorized use or disclosure of your personal data.

## 8. Security Measures

8.1 Your personal data security is important for us and we have implemented appropriate technical and administrative standards to protect your personal data from loss, misuse, and unauthorized access use, disclose, or destruction. We use technology and security procedures such as encryption and access restriction to ensure that only authorized people shall have access to your personal data, and that they are trained about the importance of protecting personal data.

8.2 We provide appropriate security measures to prevent the loss, access, use, change, disclosure of personal data from those who do not have rights or duties related to that personal data. We will review the above-mentioned measures when necessary or when the technology changes to ensure effective security.

## 9. Your Rights as a Data Subject

9.1 You have the rights under the personal data protection law summarized as follows:

- 1) Withdraw the consent you have given to us for processing your personal data.

- 2) Request to view and copy your personal data or disclose the source where we obtain your personal data;
- 3) Send or transfer personal data that is in an electronic form as required by personal data protection laws to other data controllers;
- 4) Oppose the collection, use, or disclosure of personal information about you
- 5) Delete or destroy or make your personal data non-personally identifiable (anonymous) information;
- 6) Suspend the use of your personal data;
- 7) Correct your personal information to be current, complete, and not cause misunderstanding.
- 8) Complain to the Personal Data Protection Committee in the event that we, our data processors, our employees, or our contractors violate or do not comply with personal data protection laws.

In this regard, we will consider your request, notify the result of the consideration, and execute it (if appropriate) within 30 days from the date we receive the request. Your rights mentioned above will be in accordance with the personal data protection law.

## 10. Information about Data Controller and Data Protection Officer

10.1 Contact, you can contact or send queries about this policy at

Data Protection Officer: DPO

- Address: Siam Global House Public Company Limited  
232 Moo 19, T. Rob-muang, A. Muang Roi-Et, Roi-Et 45000  
Tel: 1160      Email: [dpo@globalhouse.co.th](mailto:dpo@globalhouse.co.th)

In the event that there is amendment of this privacy policy, the Company will declare the new privacy policy through [www.globalhouse.co.th](http://www.globalhouse.co.th) and/or application of Siam Global House Public Company Limited., where you can check the amendment of the privacy policy from time to time. Anyway, the new Privacy Policy will be effective on the date of public declaration.