

dtac and its subsidiaries place a strong emphasis on personal data protection and adhere strictly to all applicable laws and regulations governing personal data protection. In addition, dtac implements a privacy notice and policy with a view to facilitating and promoting such protection specifically for the benefit of all customers, to the extent that they are in line, and not in conflict, with all such laws and regulations.

## Privacy Notice

### 1. General

- 1.1 We value your privacy and take the protection of your personal information seriously, so it is important to us that you understand how we collect, use and disclose personal information about you.
- 1.2 This privacy notice applies to the collection, usage and disclosure of the personal information that we collect about you when you use any of our services, including any of our websites. Please read it in conjunction with the Terms of Service of any particular service that you use, which may set out additional service specific terms regarding the personal information we collect about you.
- 1.3 This privacy notice explains what personal information we collect about you, why and how we collect and use it, and how we share it with others. It also explains the privacy rights that you have in relation to your personal information and how you can exercise these rights.

### 2. Key privacy principles

- 2.1 dtac 's Privacy Position can be summarised as follows:
  - ▶ We are open about how we collect and use your personal information.
  - ▶ We are committed to use your personal information, within the scope of your permission given to us, to provide you with better and more relevant services.
  - ▶ We always take steps to ensure that we keep your personal information safe and secure.
- 2.2 No matter where in the world we collect personal information about you, we will request your consent prior to such collection, and for which you are free to decide. The collection of personal information generally will not be a requirement of provision of our services. However, in case such collection is necessary for any provision of service, the reason for the need for such information will be provided for your consideration.

The collected personal information will be used in accordance with the following key principles:

1. We will use your personal information in accordance with this privacy notice and any applicable laws.
2. We will inform you of the personal information we collect from you within the scope of your consent, as well as informing you of why and how we collect and use it. Your given consent will define our scope of usage of such information. We will not use any of your personal information outside of the provided scope.

3. We will only use your personal information for legitimate purposes and only for as long as it is necessary to achieve those purposes, which will be provided to you in requesting of your consent, or for as long as we are otherwise required by applicable law to retain it.
4. We will enable you to exercise choice and control over our usage of your personal information, not only when we are required to do so by applicable law, but also in other circumstances in which we think this is appropriate and technically feasible. This includes our obligation to provide you access to change your consent given to us at any time. You will be entitled to make any changes or to withdraw your consent or part of your consent upon your desire at any time. Changing or withdrawing any consent or part of your consent will take effect on our scope of usage and our obligations for your personal information.
5. We will respect the privacy rights that you have under applicable law, including your right to access the personal information that we hold about you, correct it and keep it up to date.
6. We will implement appropriate security measures to keep your personal information safe and secure.
7. We will take steps to ensure that your personal information is adequately protected no matter where in the world we use it.

### 3. Who is the legally responsible party?

- 3.1 dtac will inform the purposes for which and the means by which your personal information is used, and therefore acts as the "data controller" as defined under any other related legislations and is legally responsible for ensuring that your personal information is used in accordance with our key privacy principles, this privacy notice and applicable law.
- 3.2 When we share your personal information with third parties, our business partners, or our subsidiary companies, dtac, in accordance with the section on "How we share and disclose your personal information" below, such entities with which we share your personal information shall be legally responsible for ensuring that the personal information that has been shared is used in accordance with our key privacy principles, this privacy notice and applicable law.

### 4. How we collect personal information about you

- 4.1 We will not collect personal information about you unless the consent is obtained. Your personal information will be collected as it is necessary under the legitimate objective and within the scope of consent you provide to us.
- 4.2 At the time of collecting personal information, upon receiving your consent we will notify you the objectives of the collection and what types of personal information will be collected under these objectives. The objectives and types of personal information collected from your consent will define the scope of our right of usage. We will obtain new consent from you every time the scope of usage is changed.

#### Information that you give us

- 4.3 With your prior consent, the types of information that you are consenting for dtac to collect include, but are not limited to, the information specified below:

- (a) Your name, phone number, email address, postal address, date of birth, gender, picture/image of you and other information you give us when registering to receive one of our services in a store, online or by phone.
- (b) Credit or debit card information, bank account number and sort code or other banking or payment information, as well as amounts, dates and times of any payments that you make to us. The collection of information excludes the security code used to authorize such payments.
- (c) The data from your service settings when setting up the service we provide to you and the data from your usage on the service we provided, including the time spent from the service.
- (d) Information about your customer account with us, for example the type of contract you hold with us, any service you have subscribed to, and any dates of payment owed and received.
- (e) Records of your contact with us, for example a customer note or recording of a call you make to one of our contact centres, an email or letter you send to us, information about any customer support requests that you make or any feedback that you provide to us.
- (f) Information about our communications with you, for example any customer support requests that you make or any feedback that you provide to us.
- (g) The contact information that you provide to us if you choose to receive news and updates from us.
- (h) The contact information and other information, such as demographic information about you and your household, that you provide to us when you agree to participate in one of our competitions, prize draws, research surveys or consumer panels or provide other feedback to us regarding our products or services.
- (i) Some of the services provided on our websites, such as appear.in or online.no, require you to have an online account with us. If you want to set up an account, we will ask you to give us certain personal information, such as your name, phone number and email address, and to create a unique password for your account. Generally, these services enable you to have a registered owner, an individual responsible for making payments and one or more users. If you choose to let others, such as members of your family, use your account, you should ask them to read this privacy notice.

#### Information that we collect automatically

- 4.4 With your prior consent to us, when you use our services, certain information about you and your device will automatically be collected. The information that we collect automatically will vary depending on the service and the device that you are using to access and/or benefit from our service.
- 4.5 With your prior consent to us, we will collect information about the type of device and software that you use to access our services, regardless of what operating system (OS) is running on your device.
- 4.6 With your prior consent to us or as required by law, as the case may be, when you use our telecommunications services, we will automatically collect information about your communications, including:

- (a) the phone numbers that you call/text or that call/text you;
- (b) the date and time of the calls and texts you send or receive;
- (c) the duration of calls received and made through our network;
- (d) your approximate location at the time these communications take place, as further explained in the section on “How we collect location data” below;
- (e) your browsing information, as further explained in the section on “How we use cookies and similar technologies” below; and
- (f) the level of service you receive from us.

4.7 With your prior consent to us, when you visit one of our websites and/or use one of our online services, we will collect information concerning your terminal equipment or device and your use of our online services. Such information usually includes:

- (a) the IP address of your terminal equipment or device, such as your PC, laptop or smartphone;
- (b) information about your terminal equipment or device model and settings;
- (c) network information; and
- (d) details of when, where and how you used the service.

4.8 With your prior consent to us, when you visit one of our websites and/or use one of our online services, if it is necessary, we will collect the following information:

- (a) log-in information;
- (b) browser type and version;
- (c) browser plug-in types and versions;
- (d) operating system and platform;
- (e) information about your visit including the websites from which you come to our website, the pages on our website that you visit, and the websites you visit from our website;
- (f) information about the services and products that you viewed or searched for on our website;
- (g) download errors; and
- (h) length of visits to certain pages and how you interact with those pages.

4.9 With your prior consent to us, the information that we collect automatically when you use our websites and/or online services could be collected through cookies and similar technologies. Click [here](#) to find out more about these technologies and why and how we use them.

4.10 With your prior consent to us, we will collect personal information when we link our digital services with the services of third parties, for instance when we integrate our service with social networks such as Facebook, Instagram or Twitter. Such information usually includes:

- (a) certain general information such as the information described above (including, for instance, information that you provide to us when you register for a service, information that we collect automatically when you use our services (including, for instance, IP address and information about your device), location information that we collect when you use location based services, and other information that you provide to us or which we collect on the basis of your consent or as permitted by applicable law, as the case may be); and
- (b) certain service specific information, such as information that is necessary to enable us to link your dtac log in credentials to the third party service log in credentials in a non-personally identifiable manner, to enable us to integrate our digital services with the services of those third parties.

#### Information that we collect from other sources

4.11 We sometimes may collect personal information about you from third parties, in connection with services that we provide to you. We will do this only when you have given us your consent or when we are required or allowed to do so under applicable law.

4.12 We may combine and utilize the personal information that we receive from such other sources under clause 4.11 with personal information you give to us and information we automatically collect about you subject to your consent. The combination and process will be limited to the scope of the prior consent we received from you.

#### 5. How we collect location data

5.1 With your prior consent to us or as required by law, as the case may be, we may collect information about your location in the following circumstances:

- (a) When you use our telecommunications services. For instance, we collect the Cell ID, which is a piece of information concerning the location of your device on our network that reveals your approximate geographical location. We need to know your approximate location so that we can deliver mobile telecommunications services to you.
- (b) When you use our location based services or you receive location based offers, and you have given us your consent to use your location data for those purposes. Depending on the location based service or offer that you use and your position within our network, we may use the Cell ID and/or location data generated by the Global Positioning System ('GPS'). GPS data reveals much more precise information about the geographical location of your device. For these purposes we may also use geo-fencing techniques to determine when your device enters a defined geographical area.

6. How we use your personal information

6.1 With your prior consent to us, we use your personal information to provide our services to you, support and improve our services, to provide more personalised and relevant services and to send you communications about the services we provide to you.

6.2 With your prior consent to us, we may also use your personal information to contact you from time to time with exciting news and offers, as further explained in the section on "[How we use your personal information for marketing purposes](#)" below.

6.3 With your prior consent to us, we will use your personal information for telecommunications services or other services for any to:

- (a) Manage your customer relationships with us, manage and fulfil your orders, send you invoices and purchase orders, and collect payment for our services.
- (b) Communicate with you about the services that we provide to you, send you notices about purchases and about errors in the service, and to respond to your queries and feedback.
- (c) Adjust the service according to your age, including implementing parental controls.
- (d) Provide you with an overview of the services and the parts of a service that you have been or are currently using, tell you about changes to our service and our Terms of Service, remind you about the benefits you enjoy as part of your service and advise you about how to use our service to ensure you get the best value out of it.
- (e) Make our services and communications more relevant to you, including by creating customer profiles, offering you personalised content and making recommendations that are relevant to you.
- (f) Monitor and record our communications with you and use that information for training purposes, quality assurance, record details about the products and services you order from us or discuss with you your orders or the services you receive.
- (g) Administer our services for internal operations, including troubleshooting, network management and network optimisation, so that we can provide you and our other customers with a better customer experience.
- (h) Ensure that content from our websites is presented in the most effective manner for you and your devices so that you are able to make the most out of the services that you have subscribed to.
- (i) Measure and understand the effectiveness of advertising serve to you and others, and to deliver relevant advertising to you.
- (j) Make suggestions and recommendations to you and other users of our services about products or services that may interest you or them.
- (k) Protect and keep our service and network secure and ensure security for you and our staff.

- (l) Investigate, prevent or take action regarding illegal activities and violations of our Terms of Service and/or applicable law.
- (m) Meet our legal and regulatory obligations.
- (n) To create aggregated statistics about our sales, services, customers, network traffic and location patterns, which we may provide to third parties. Such aggregated statistics do not include information that can personally identify you through the use of means that are likely reasonably to be used either by us or by any other person.
- (o) To research, monitor and analyse customer use of our network and services on an anonymous or personalised basis, in order to identify general trends, improve our understanding of our customers' behaviours and partner with third parties to develop new services for our customers and personalise the services we offer to you. The information used for this purpose might be disclosed to Third Parties within the same limited scope of consent provided by you to us for use of the information.
- (p) Carry out a credit check in order to assess your application for a contract for telecommunications services. The information used for this purpose might be disclosed to Third Parties within the same limited scope of consent provided from you to us for use of the information.

6.4 In many cases we aggregate and/or anonymise your personal information to an extent that it no longer identifies you. We use such aggregated and/or anonymised data for various purposes, including for research purposes and to help us understand our customers and how they use our services so that we can improve our services to provide a better customer experience or create new services.

## 7. How we share and disclose your personal information

7.1 We use partners and service providers for a variety of business purposes such as to help us offer, provide, bill, repair, and improve our services. In such cases it may be necessary to disclose your personal information to third parties for these purposes. However, your personal information will not be disclosed to third parties unless we obtain your consent. Your personal information will be shared with third parties when:

- (a) It is necessary to involve a third party partner, agent or other service provider to facilitate or extend our services so that we can provide a better service to you.
- (b) We engage service providers or other data processors that use your personal information on our behalf and on our instructions. In such cases, we will take steps to ensure that your personal information remains protected and that the third parties with which we share it will use it in accordance with our instructions and will not use it for their own purposes.
- (c) We share information with third parties that provide services (such as social networks) that you have chosen to link with our services, to the extent that such sharing is necessary to enable you to use these services.
- (d) We are required or allowed by law to disclose your personal information, for example in order to protect you, us or someone else from harm or damage, or we are required by a warrant, court

order or other legal or regulatory requirement to disclose your personal information to law enforcement agencies, courts or other public authorities.

7.2 When the consent is obtained and we have shared your personal information, we will take steps to ensure that the recipient will protect your privacy, keep your personal information secure and use it in accordance with applicable law. Such measures may include entering into appropriate contracts with third parties.

7.3 We will not sell the personal information that we collect or use about you to third parties without your consent.

## 8. How we use your personal information for marketing purposes

8.1 We would like to increase the value you get from being a dtac customer and provide you with more relevant information about products and services, as shown including for instance in the products and services catalogue attached in this privacy notice. Therefore, we and selected third parties may use your personal information to send you marketing communications, marketing activities, promotional activities, advertising purposes, statistical analysis, and commercial campaigns about products and services for your acknowledgement and selection. You have choice whether to give or not to give us the consent to use your personal information for marketing purposes.

8.2 Please note that if you opt out, we will stop sending you marketing communications, but we will continue sending you communications that relate to the products and/or services we provide to you as we seem appropriated.

## 9. How we use cookies and similar technologies

9.1 With your consent, we collect information automatically through the use of cookies, web beacons (also called clear gifs or pixel tags), and similar technologies.

### *Cookies*

9.2 A cookie is a text file containing small amounts of information that a website can send to your browser, which may then be stored on your computer as an anonymous tag that identifies your computer but not you.

9.3 Our websites use cookies to improve your user experience when you visit our websites and to collect information about your user patterns and interests so that we can display to you online ads that are relevant to your interests when you return to the website. You can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies; however, if you do this, some of our websites may not work properly. We also use cookies and similar technologies for analytics and advertising purposes.

9.4 For most types of cookies, including those we use for advertising purposes, you have the right to tell us that you do not want us to use them when you visit our websites. If you opt out of cookies that we use for advertising purposes, we will stop using cookies, but please note that this does not mean that you will not see ads when you visit our websites, it only means that the ads that you will see will not be tailored to your interests.



- 9.5 For more information about our use of cookies and how you can opt out, please read our [Cookies Notice](#). If you want to know more about cookies, check out [www.aboutcookies.org](http://www.aboutcookies.org).

*Pixel tags*

- 9.6 A pixel tag, also known as a clear gif or web beacon, is an invisible tag which we may place on certain pages of our website. When you access these pages, pixel tags generate a generic notice of that visit. Usually, they work in conjunction with cookies and record when a computer visits a page. If you turn off cookies the pixel tag will simply detect an anonymous website visit.

- 9.7 A 'smart pixel' is a tiny graphics file containing a unique identifier that is embedded within an e-mail. We may use smart pixels in our email campaigns or newsletters. They allow us to track whether the e-mail was opened successfully and to record certain information about the activities of the recipient(s). Users who have set their e-mail client software to refuse automatic downloads of images within the e-mails they receive will not be served our smart pixel unless they actively choose to download the images within the e-mail (and many e-mail clients are set by default to refuse automatic image downloads).

10. How long we keep your personal information for

- 10.1 We will not keep your personal information for longer than we seem necessary for the purposes for which we collect and use it, except when we are required by law to keep it for longer than that.

- 10.2 In case you request to change, suspend and/or cancel any other services by performing our process. When we complete the process to change, suspend and/or cancel your services effective from the date you notify to change, suspend and/or cancel services, any letters, documents and personal information which we collected will be safely kept following to this privacy notice and applicable laws.

11. How we protect your personal information

- 11.1 dtac has a privacy officer whose job is to ensure that the usage of your personal information will always comply with this privacy notice and applicable laws.

- 11.2 We have put in place appropriate technical and organisational security measures to protect your personal information from unauthorised access, collection, use, disclosure, copying, modification or disposal. Our specialist security teams review these security measures regularly.

- 11.3 When we use service providers or other data processors to process personal information on our behalf, we require them to follow our instructions and apply appropriate security measures to protect the personal information they process on our behalf.

- 11.4 When you log into your account to use our services with your phone number or username and password, all data is encrypted using cryptographic protocols designed to provide communications security such as Transport Layer Security (TLS) and Secure Socket Layer (SSL) encryption. We employ such cryptographic protocols on all pages on our websites where we collect personal information. To make purchases from these web pages, you must use an TLS or SSL-enabled browser such as Internet Explorer, Safari, Firefox, or Chrome. This ensures that your personal information remains confidential and is protected while it is transmitted over the Internet.

- 11.5 If you have a user name and password to access our services, you are responsible for keeping them secure and confidential. Where you have logged in to your account and have been inactive for some time, to keep your details secure and to protect your account from unauthorised access, we will automatically log you out of the account.
- 11.6 We will collect a user name and password only for the purpose of authorization for and log-in to an account or for the authorization in making transactions only. The user name and password will not be disclosed to anyone for any purpose.
12. **Data exports**
- 12.1 With your prior consent to us, we may transfer and disclose your personal information to other countries in this case, we will comply with the law and shall abide by any other related legislations.
13. **Your rights**
- 13.1 You have certain rights in relation to the personal information that we hold about you. We have in place measures and processes to enable you to exercise your rights and ensure that we can fulfil your requests concerning the personal information that we hold about you.
- 13.2 We will enable you to access the personal information or request for a copy of the personal information that we hold about you, including exercise any other rights, as required by applicable law. In case there is no such requirement, where it is technically feasible we will enable you to have reasonable and proportionate access to the personal information that we hold about you. If you wish to access the personal information that we hold about you by obtaining a copy, please contact us at Call Centre 1678 or dtac Hall or our Data Privacy Officer at [privacy@dtac.co.th](mailto:privacy@dtac.co.th) . Before we are able to respond to your request, we may ask you to prove your identity and to provide further details about your request. We will respond to your request within an appropriate timeframe and, in any event, within any timescales required by applicable law.
- 13.3 In addition, you can also access most of the personal information that you provide to us via your online account at any time, to obtain a copy and to correct, amend, or delete information that is inaccurate. You can also close your account altogether.
- 13.4 Based on information we receive from you, we will do our best to ensure that the personal information we hold about you is correct, complete and up to date. You must ensure that all information you provide to us is correct, complete and up to date.
- 13.5 In case you do not want us to further use your personal information, if it complies with the laws and you have informed us in writing or other channels provided by us. It will not affect to any actions that have been done by us.
- 13.6 We will provide you with access to change your consent or to withdraw your consent in granting us the right to use your personal information via our Call Centre 1678. or dtac Hall or our Data Privacy Officer at [privacy@dtac.co.th](mailto:privacy@dtac.co.th). You can choose to change or withdraw each given consent for the specific collection and purpose of usage. However, it will not affect any actions made by us based upon consent you have provided before the withdrawal or change of consent.

13.7 If you do not want your information to be collected through cookies, you can change the setting on your Internet browser. However, if you use your browser settings to block all cookies (including Strictly Necessary cookies and Functionally Cookies), you may not be able to access all or parts of our website. Our website places cookies as soon you visit our website. Turning off or deleting cookies will not prevent device identification and related data collection from occurring. This can only be done by changing your browser setting.

#### 14. Links to other websites and services

14.1 Our websites may contain links to third party websites, and some of our digital services provide you with access to third party services (such as social networks).

14.2 We have no control over how third party websites and services collect, use or disclose your personal information. We do not review third party websites and services, and we are not responsible for such third party websites and services or their privacy practices. Please read the privacy policies of any third party websites or services that you access from our websites or services.

#### 15. Changes to this privacy notice

15.1 This privacy notice was last updated in March 2020. We may update this privacy notice from time to time, in which case we will send a notification informing you of the changes and requesting your acknowledgement and consent for such changes. You are free to decide whether to give consent for such changes or to deny our request for change. If the denial will affect our services to you, we will inform you with a notification of changes.

15.2 Where we think it is appropriate, and in any event where we make material changes to our privacy notice, we will also email you or text you to inform you that our privacy notice has been updated.

#### 16. Questions about this privacy notice

If you have a question, concern or complaint about this privacy notice or our handling of your information, you can contact by Hotline Call Centre 1678 or contact at dtac Hall or sending the e-mail to our dtac Privacy Officer at [privacy@dtac.co.th](mailto:privacy@dtac.co.th).

## Cookie Notice

*[The table below should be completed for all cookies used on each website. This presupposes a cookie audit of each website. As different dtac and other brand websites may use different cookies, the table may differ from website to website.]*

Type of cookie	Sample of cookies	How to block it
Strictly Necessary Cookies. These cookies are necessary to provide you with services available through this website and to use some of its features, such as access to secure areas. Without these cookies services you have asked for, like shopping baskets and secure customer account pages, would not be possible.	<p>First-party cookies</p> <ul style="list-style-type: none"> <li>• dtac.co.th : dtc_penc</li> <li>• dtaonline.dtac.co.th : section_data_ids</li> <li>• ddch.dtac.co.th : mdd_num</li> </ul>	<p>Not applicable.</p> <p>Because these cookies are strictly necessary for the functionality of the website, no opt out is available.</p>
Functionally Cookies record information about choices you've made and allow us to tailor the website to you. These cookies mean that when you continue to use or come back to the services, we can provide you with our services as you have asked for them to be provided. These cookies also help us understand how the website is being used or how effective our marketing campaigns are, or to help us customize the website for you. This information will also be used for the purpose of evaluating your use of the website, and other analyses relating to website activity and internet usage.	<p>First-party cookies</p> <ul style="list-style-type: none"> <li>• dtac.co.th : dtc_penc</li> <li>• dtaonline.dtac.co.th : section_data_ids</li> <li>• ddch.dtac.co.th : mdd_num</li> </ul> <p>Google Analytics</p> <ul style="list-style-type: none"> <li>• _ga, _gaid</li> </ul>	<p>Not applicable.</p> <p>Because these cookies are strictly necessary for the functionality of the website, no opt out is available.</p>
Advertising Cookies. are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers. This is based on uniquely identifying your browser and internet device.	<p>Google.com + doubleclick</p> <p>facebook.com</p> <p>Twitter.com</p> <p>Criteo.com</p>	<p>If you opt-out of these cookies, you will experience less targeted advertising.</p>

Product catalogue: visit at [www.dtac.co.th](http://www.dtac.co.th)