

Privacy Notice for the Customer

1. Recital

Suzuki Motor (Thailand) Co.,Ltd. (hereinafter referred to as “Company”) shall collect, use and disclose personal data of customer (hereinafter referred to as “Personal Data Processing”) which the company ensured to protect the personal data as required by the Personal Data Protection Act B.E.2562. In order to comply with the law that prescribed to notify Data Subject the objective of personal data processing on the basis or reason of processing as permitted by law (lawful basis), the period for which the Personal Data will be retained, disclosure or use of Personal Data, power and duties of Data Controller including the right of data subject. The company has issued this privacy notice for customer which shall explains the characteristics and reasons of collect, use and disclose personal data of customer.

2. Categories of person which Personal Data will be collected by company

The category of person will be data processing by company hereunder is as follows;

“Customer” means a person who is a contracting party for purchased products and/or use the service of company including a target group of persons who may make a purchase decision and/or use the service of company or any other person with similar character such as participant, website users, application users or visitor who request for obtaining information or service from company, etc.

“Person Related to Customer” means a person who related to or is an agent of customer such as executive, director, employee, agent or any person who related to customer and including a person who it personal data contain in various documents concerning transactions which such person has been involved at different positions such as manager, purchaser, consignee or drawer, etc.

“Third Party” means third party who the customer or Person Related to Customer has provided company such personal data such as name, surname, address and telephone number of Third Party for emergency case or any other reference. However, the company shall notify customer or Person Related to Customer in order to request for a consent of providing company Third Party’s personal data and notify this Privacy Notice to Third Party as well exempt in case where the Personal Data is exempted from consent requirement rely on lawful basis.

3. Definition of Personal Data

Personal Data is any information relating to a Person, which enables the identification of such Person, whether directly or indirectly, but not including the information of the deceased Persons in particular whether the company has been provided personal data directly or personal data that is collected by automatic system or personal data obtained by company from the third party or any other source. The personal data that the company will collect is as follows;

3.1 Ordinary personal data is as follows;

- Personal Information such as name, surname, day/month/year of birth, age, gender, ID card number, photo, signature, etc.
- Contact Information such as address on ID card, house registration address, delivery location or invoice, telephone number, facsimile, email, line ID, face book or information of contact person, etc.
- Customer information of a business, such as the details of store or establishment of the customer, namely name of store or establishment, commercial registration number, location and other contact information, etc.
- Trading Transaction information such as detail of purchase or detail of product complaints, etc.
- Payment information such as amount, credit line, term of payment, account number, personal data appear on an invoice, tax invoice, receipt or voucher, etc.
- The information to be used as evidence of various transaction performed with the company such as personal data appear on ID card, household registration, a copy of name changed certificate, power of attorney, a copy of company certificate, commercial certificate, contract of sale or any other contract related to a transaction or delivery order, etc.
- Other information may collect by company such as buying and/or service behavior trend, audio recording in communication, photo, motion picture, other personal data of relevant person which the customer guarantee to the company that the relevant person's consent is obtained to disclose the company such information including to consent company to process a personal data of such person for the purpose as specified in this privacy notice.

3.2 Sensitive Personal Data

The company do not wish to collect, use or disclose sensitive personal data of the customer. But if such information appeared on ID card, household registration or any other documents that the customer voluntarily disclose to the company such as racial, religious information and the customer has delivered company any

information that shown information with similar features whether the delivery of information in the form of documents or any other media. The company would like to suggest the customer to conceal this sensitive information to itself by cross-out sensitive personal data. However, the company shall deem that the customer explicitly allowed the company to conceal this information for the customer if it fails to do so and shall be deemed that the delivered information which the company manage to conceal sensitive information for the customer is the perfect documents, enforceable by law and the company is able to process under Personal Data Protection Act B.E.2562. Provide, however that the company shall collect this sensitive information in order to if the company is unable to conceal sensitive information for the customer due to technical problem or any other problem. The company shall only collect this sensitive information as part of identification documents of customer.

4. Sources of Personal Data

The company shall collect and receive personal data of the customer through the channel as follows;

Personal data that provided to company by the customer directly.

The customer may provide company the personal data directly such as

- When communicating, inquire for information, comment or criticize against the company whether in written, verbal through website, application, telephone, facsimile, postal, meeting in person or any other method.
- When express an intention for purchase or use the service of company, enter into the contract or deliver various documents that contain personal data to the company.
- When the customer participates in the marketing activities, arrangements for premium gifts or prizes by means of taking a chance in any manner, organize various activities by or on behalf of company, etc.

Personal Data obtained by company from a third party

The company may obtain from a third party the personal data of customer such as

- The personal data collected by company from the other source in addition to Data Subject and such source have the power, legitimate reason or received a consent from Data Subject to disclose company such information such as company's dealership information, etc.
- The information collected from various service provider of company such as website, application, e-commerce, call center, public relation and introduction of products/service, data collection, etc.

- In some case, the company may collect personal data of the customer from data source of public, relevant business of customer or commercial whether disclose by the customer or give consent to anybody to disclose such personal data.

5. Objective and Lawful Basis of Personal Data Processing

The company shall process personal data of the customer for the various purpose depend on the following lawful basis;

No.	Objective of Processing	Lawful basis of personal data processing
1.	For verify your identity, authentication and data inspection upon the customer subscribe to a service or contact for services or exercise legal right.	Contract Legitimate Interest
2.	For monitor customer satisfaction with after-sale service in order to improve and develop products quality including providing modern service that meet the demand of customer.	Legitimate Interest
3.	For the purpose of publication and acknowledgement of the customer to the news information notification of various sale promotion and after-sale service to the customer.	Legitimate Interest
4.	For after-sale service by notice the customer to take the car for service at mileage check, repair jobs record check and satisfaction inquiry to the repair service.	Legitimate Interest
5.	For roadside assistance	Legitimate Interest
6.	For enter into a contract, inspection of supporting documents for enter into a contract	Contract
7.	For preparation of products and/or service and any other carry out any other related actions	Contract Legitimate Interest
8.	For adjust details related to the customer in the company's information management system.	Legitimate Interest

9.	For receive a complaint from the customer or any other person who related to the customer.	Legitimate Interest
10.	For public relation and advertising including public activities of company	Legitimate Interest
11.	For analyze the use of products by customer through website, application or any other channel in order to develop quality and marketing plan	Legitimate Interest
12.	For communication with customers or any other person who is target group such as the operation pursuant to service application, reply to an inquiry, hearing to suggestion	Legitimate Interest
13.	For compliance with the law, announcement, enforcement order or proceeding with the lawsuit, proceeding with information of court warrant including exercise the rights related to personal data of data subject.	Lawful Basis
14.	Other objectives The company shall inform the customer of other purposes which is caused the company required to processing personal data of the customer in addition to the objectives as mentioned above or when the company has changed the original objectives as prescribed. However, the company shall request for expressly consent from the customer prior processing the personal data if that is the case where the law on personal data protection has prescribed that the personal data processing of any person is required to receive consent from the customer	Legitimate Interest Consent

The personal data of customer that the company shall processing for the purpose as mentioned above and if it is information related to comply with the law or contract or need for enter into a contract with the customer or it is necessary information to achieve such objectives and the customer does not wish to provide the company such personal data that may cause legal effect or may cause the company fail to perform duty

under the contract has been entered into with the customer or could not enter into a contract with the customer as the case may be.

In such cases, the company may reject to entered a contract with the customer if necessary or cancel a deal or service providing or cancel a transaction related to the customer whether in whole or in part.

6. Disclosure of Personal Data

The company may disclose the personal data of customer under the specific objectives and rule of law against person or agency are as follows;

- Executive, director, staff or employee of company to the extent relevant and necessary to Personal Data Processing of customer or internal agency of company.
- The business partner, service provider or personal data processor that was assigned or employed by company to perform duties of personal data processing management for various service providing such as information technology, recording for data collection, payment, postal and courier, printing, motor insurance, marketing research, data analysis or any other service that may benefit to customer. Furthermore, may disclose to agency related to business operation of company such as financial institute financial institute, motor insurance company, dealership of company, organizer or event organizer, etc.
- The consultant of company such as legal advisor, auditor, expert of specialist both inside and outside company
- The law enforcement government agency such as Anti-Money Laundering Office, Royal Thai Police, Office of Consumer Protection Board, etc.
- The person or any other agency that customer has given consent to disclose its Personal Data.

The company shall, disclosure the Personal Data of customer to other person, take all appropriate measures to protect a disclosed personal data and in order to carry out in accordance with standard and duties of personal data protection as required by Personal Data Protection Act. The company shall, in case where the company send or transfer Personal Data of the customer to a foreign country, conduct to ensure that the final destination country, international organization or information receiver in such foreign country having adequate standard of personal data protection or to ensure that the sending or transferring a personal data of customer to foreign country is pursuant to criterial as required by Personal Data Protection Act. However, the company shall request for consent from customer to send or transfer a personal data to such foreign country.

7. Retention and retention period of personal data

The company shall retain the personal data of the customer shall be limited to the extent necessary purpose of personal data collection according to the details as per in policy, announcement or relevant laws. Provide, however that the company shall erasure or destruction or cause the personal data to become the anonymous data according to the form and standard of erasure and destruction of personal data as prescribed by the commission or relevant laws after the period ends or the personal data of the customer is no longer necessary for such objective. However, the company shall, in case of dispute related to the exercise of rights or lawsuit against the personal data of the customer, reserve the right to retain the data until there is a final order or verdict of the court for such dispute.

8. The rights of the customer as personal data subject

The customer is entitled to proceed as follows:

1. Right to withdraw consent

To be entitled to withdraw consent on data processing of personal data that has been given to the Company throughout the period that the customer's personal data remains with the Company.

2. Right of access

To be entitled to access the personal data related to itself and request the company to make a copy such personal data including to disclose the acquisition of personal data without its consent.

3. Right to rectification

To be entitled to request company to rectify personal data in order to be accurate, complete and up-to-date.

4. Right to erasure

To be entitled to erase personal data related to itself in some cases.

5. Right to refrain from using personal data

To be entitled to refrain from using of the Personal Data related to itself in some cases.

6. Right to personal data portability

To be entitled to transfer the personal data has given company to another Data Controller or Data Subject in some cases.

7. Right to object

To be entitled to object to the processing of its personal data in certain case.

The customer is able to contact a data protection officer of company and submit application for proceed according to the rights as mentioned above as per the details specified in Article 12 of this announcement.

9. The rejection of Data Controller

The company notifies that it may necessary to decline a request of Data Subject according to the relevant laws in the following case;

1. The customer is unable to expressly prove that the applicant is the Data Subject or have the power to submit such application.

2. The application doesn't make sense such as the applicant is ineligible to access the Personal Data or none of such Personal Data as requested in possession of company etc.

3. The application is used of excessive words such as to be the applicant with similar character or same content without appropriate reasons.

4. The company is unable to provide the customer to access the data, make a copy, disclose the acquisition of Personal Data because of law-abiding or judicial order or compliance of such applicant would adversely affect the rights and freedoms of others such as disclosure of such Personal Data shall be disclosed the Personal Data of third party as well or shall be disclosed intellectual property or trade secret of third party as well.

The customer shall proceed such application without charge. Apparently, the applicant shall by reasonable charged by company if such application doesn't make sense or to be a prolix application.

The company shall consider and notify Data Subject the result of considering such request within thirty days from the date of receiving such request.

10. The operations of Personal Data that has previously been collected before the effective date of this Act.

The company shall, in case where the Personal Data has been collected by company before the effective date of this Act, continue collect and use such Personal Data for the original purposes. The company shall determine and publicize a consent withdrawal method to customer. Provide, however that the company reserve the rights to consider a consent withdrawal request of customer on basis for processing as prescribed by Personal Data Protection law.

11. Amendment of this announcement

The company may amend this Privacy Policy from time to time in order to conform with the applicable law and amendment later. The company shall announce through website of company. However, the company shall, if a request for consent from customer in any case of necessary, request for consent form relevant parties as the case may be.

12. Company Contact Information

In case of doubt or for more information related to personal data protection, collect, use or disclose the data including exercise the rights or have a complaint related to this announcement, please contact company hereunder.

Personal Data Controller / Personal Data Protection Officer

Suzuki Motor (Thailand) Co.,Ltd.

Address and Contact Channels

Official Website : <https://www.suzuki.co.th/contact/>

Hot Line : SUZUKI Cause We Care Tel :1401-600-900

Address : Head Office 500/121, Moo.3 Tambon Tasit, Amphur Pluak Daeng, Rayong 21140
: Office branch 855, Onnut Rd., Prawet Sub-district, Prawet District, Bangkok 10250