

Privacy Statement

This Privacy Statement provides details about how your personal information will be collected, used, shared, and stored in connection with the use of the Samsung One App and the Samsung One Website (which are referred together as “Samsung One” in this Privacy Statement).

This Privacy Statement is supplemental to the general Samsung Privacy Policy (which can be found at <https://www.samsung.com/th/info/privacy/>) and explains the privacy practices of Thai Samsung Electronics Co., Ltd. 1 Empire Tower Building, 33-35 Fl., South Sathorn Rd., Yannawa Sub-District, Sathorn District, Bangkok (together “Samsung”, “we”, “us”, “our”) with respect to the information collected through Samsung One.

In case of any inconsistency or conflict between the terms of this Privacy Notice and the general Samsung Privacy Policy, the terms of this Privacy Notice shall prevail.

1. What types of information will Samsung collect about you?

When you use Samsung One as a registered user, we collect the following categories of information:

- Name
- Contact details
- Year of birth
- Channel and store name
- Employer and employment information such as job title, ID number, department
- Photographs
- Training taken in Samsung One and points / rewards received

2. How is the collected information used?

Samsung will use the collected information described above for the following purposes:

- Operation of Samsung One
- Maintenance of Samsung One
- Providing training
- Fulfilment of promotions
- Liaising with your employer (or company you represent, if you are self-employed or employed by an agency) and discussing sales performance and your engagement with Samsung One.

Samsung will only use personal data to the extent it is:

- a) necessary for the performance of the contract between you and Samsung (for example, to provide you with services and to identify and authenticate you so you may use certain services);
- b) necessary to comply with legal requirements (for example, to comply with applicable accounting rules and to make mandatory disclosures to law enforcement);
- c) necessary for Samsung’s legitimate interests (for example, to manage our relationship with you and to improve the services); and
- d) based on obtaining your separate consent (for example, to provide you with marketing information) which may subsequently be withdrawn at any time by unsubscribing from receiving further marketing communications or contacting us via the details set out in section 8 (How to Contact Us) of this Privacy Statement.

3. To whom do we disclose your personal information?

We may disclose data relating to your use of Samsung One with your employer (or the company you represent, if you are self-employed or employed by an agency). We may disclose your information internally within our business to the relevant teams such as, without limitation, the customer services team, the legal team, and where you have chosen to receive marketing messages, the marketing teams. We may also disclose your data to third party service providers which Samsung uses to assist in the hosting, operation and maintenance of Samsung One, the sending of communications to you, and the analysis of data. We will not disclose your information to third parties for their own independent marketing or business purposes without your separate consent.

4. How We Protect Your Personal Information

We maintain administrative, technical, and physical safeguards designed to protect the personal information we obtain through Samsung against unlawful or unauthorised destruction, interference, loss, alteration, access, disclosure, or use. However, please note that despite our reasonable efforts to protect your information, no system or wireless connection is completely secure.

5. International Data Transfer

Your use of Samsung One may involve the transfer, storage, and processing of your information outside of your country of residence, consistent with this policy.

You acknowledge that the overseas recipients of your personal information may include South Korea, the Philippines, Singapore, Malaysia, the United States of America, Germany, China, the Netherlands, Vietnam, India, Japan, Denmark, Mexico or Canada. Please note that the data protection laws and other laws of the countries to which your information may be disclosed might not be as comprehensive as those in Thailand.

In all cases, by providing your personal information to us or using Samsung One, you consent to the disclosure of your personal information outside Thailand, and acknowledge that Samsung is not required to ensure that overseas recipients handle your personal information in compliance with Thailand privacy law. However, where practicable in the circumstances, we will take reasonable steps to ensure that overseas recipients use and disclose such personal information in a manner consistent with our Privacy Policy.

6. Retention of Personal Data

We take appropriate steps to ensure that information about you is only retained based on the following logic:

- at least the duration for which the information is used to provide you with the Samsung One service (if you are inactive for more than 24 months, we will automatically delete any personal data we hold on you);
- as required under law, a contract, or with regard to our statutory obligations; or
- only for as long as is necessary for the purpose for which it was collected, is processed, or longer if required under any contract, by applicable law, or for statistical purposes, subject to appropriate safeguards.

7. Your Rights and Choices

You have rights under the Privacy Act to access your personal information that we hold about you.

How to Apply

You can request access to the personal information that Samsung holds about you by sending a copy of the completed Privacy Access Request Form to the Samsung Privacy Officer at:

Email: privacy.th@samsung.com

OR

Post:

Privacy Officer

Thai Samsung Electronics Co., Ltd.

1 Empire Tower, 33-35 Fl.

South Sathorn Rd, Yannawa Sub-District, Sathorn District, Bangkok

Only information related to you can be requested. If another person is involved, each of you will need to complete and sign an access request form.

Cost Per Service

In some circumstances a fee, to cover our costs of accessing your data will apply. We'll tell you in advance if there is going to be any cost for getting the information and send you a quote so that you can decide if you want to go ahead. Once you have made payment, we'll send you a confirmation email and commence the retrieval process.

When are you likely to hear from us?

We'll respond to your request for access to your personal information within a reasonable period, which is usually within thirty (30) days.

You may also lodge a complaint with a supervisory authority if you consider that our handling of your personal data infringes applicable law.

8. How to Contact Us

If you have any specific questions about this Privacy Statement or our use of your personal information, please contact us at:

Privacy Officer,

Thai Samsung Electronics Co., Ltd.

1 Empire Tower, 33-35 Fl.

South Sathorn Rd, Yannawa Sub-District, Sathorn District, Bangkok

Or by emailing: privacy.th@samsung.com

You can also contact us by visiting our Privacy Support page (www.samsung.com/request-desk). You may also lodge a complaint with a supervisory authority if you consider that our handling of your personal data infringes applicable law.