Berli Jucker Public Company Limited
บริษัท เบอร์ลี่ ยุคเกอร์ จำกัด (มหาชน)

BJC's Privacy Notice	Support Answer: 3.7 Privacy Protection
	Topic: Customer Privacy Information
	Reporting Year: 2025

Notice concerning the Collection, Use, and Disclosure of Personal Data

As the personal data controller, collects, uses and retains your data **in order to provide Services and comply with the terms and conditions of the services** as detailed in Clause 1 below. As your data is personal data protected under the Personal Data Protection Act B.E. 2562 (the "**Act**"), in order to process such personal data in accordance with the requirements of the Act, the Company has prepared this document to allow you to acknowledge and understand your rights under the law, including the Company's reason for collection, use and/or disclosure of your personal data. Please thoroughly read and understand the details for the benefit of exercising your rights.

1. Categories of Personal Data, Period of Retention and Purpose of Collecting and Using Such Personal Data by the Company

In order for you to get the most benefits from services and to allow the company to efficiently provide services to you, the Company collects, uses and retains your personal data as follows:

Collected Data	Purpose of Collection and Use of Personal Data	Legal Basis for the Collection and Use of Personal Data	Period of Data Retention
Name-Surname, date of birth, gender, e-mail, contact number, address, Facebook Token, Facebook user information (including Name-Surname that appears on Facebook and e-mail used to register users on Facebook), transaction information, information	1. To contact and provide Services to customers, including notification of various benefits. 2. To identify and verify benefits and/or request to use benefits of customer. 3. To be an information to delivery and pick up goods 4. To analyse data and study customer behaviour, including contact customers for opinions about Company	To perform obligations under laws and contracts and as necessary for the legitimate interests of the Company	During the membership period

Collected Data	Purpose of Collection and Use of Personal Data	Legal Basis for the Collection and Use of Personal Data	Period of Data Retention
about application usage and Cookies as needed.	services and products, to research, to do marketing activities, promote, develop and improve the efficiency and quality of products and services of the Company. 5. To exercise legal rights and other necessarily legal proceedings related to goods and services. 6. To ensure safety of using services and to monitor and prevent fraud and crime or abuse of services.		

2. Categories of Personal Data that will be Disclosed, the Necessity for Disclosure and the Categories of Persons Whom Personal Data will be Disclosed to.

In order for you to get the most benefits from services and to allow the Company to efficiently provide services to you, the Company may disclose your personal data as follows:

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Personal Data to be Disclosed	Necessity for Disclosure	Legal Basis for the Disclosure of Personal Data	Categories of Persons Whom Personal Data will be Disclosed To
Name-Surname, contact and address	To be an information for product delivery	Necessary for the legitimate interests of the Company and to perform obligations under the contract	Delivery service providers
Contact number and Email	To use information to organize promotional activities and lucky draws as well as contact customers to notify of benefits and rewards/other benefits.	Necessary for the legitimate interests of the Company and to perform obligations under the contract	EDM Service Provider. And SMS Service Provider.
Name-Surname, contact and transaction information.	To be an information for providing service including pick up product at branch and provide service to customer via call center system	Necessary for the legitimate interests of the Company and to perform obligations under the contract	Publisher and Delivery and depository service providers
Name-Surname, contact, address and transaction information.	To contact and provide Services to customers via call center system	Necessary for the legitimate interests of the Company and to perform obligations under the contract	Companies that provide call center systems.

3. **Rights of the Personal Data Owner**
   Please note that an owner of personal data is protected under the Act as described in Attachment 2.

4. **Contact the Company**
   Please contact the Company to inform your wish to exercise the right to personal data ownership via a convenient channel as prescribed below.

Data Protection Officer:	Data Protection Officer
E-mail:	dpobigc@bigc.co.th
Please specify the e-mail subject:	"Informing the intention to exercise the right of the personal data owner."
Address:	99 Soi Rubia, Sukhumvit 42 Road, Phrakanong, Klongtoey, Bangkok 10110, Thailand

Attachment 1
Consent form for use of personal data

If you are willing to use your personal data (which we have collected) for the purposes and details of the information below, please contact us. Please confirm your wishes by marking "✓"in the "OK to allow the use of data" field in the rightmost column of the table.

Personal Data Collected	Purpose of use of information	Agree to use the information.

Please check the box □ below

□ I here are confirming that I have read and confirmed the use of my information in respect of my wishes to collect the Company. The company has successfully used and retained for the benefit and purposes of the consent notice for the collection and/or use of personal data by the company.

□ I here are assured that the information and statements I have provided in this document are accurate. Complete and truthful.

Sign _____ Data Owner
( )
Date _____

Attachment II
The right of the personal data owner

The personal data owner is protected under the Personal Data Protection Act B.E. 2562 as follows:

1. The right to revoke the consent

In the case where the Company has requested and received consent to collect, use or disclose for benefit thereof in accordance with the purpose mutually agreed by the data owner, the data owner has the right to revoke his/her consent on the use of such personal data at any time.

2. The right to access and receive a copy of personal data stored by the Company

The data owner has the right to access and receive a copy of his/her data stored by the Company under the criteria set forth by the Personal Data Protection Officer.

3. The right of request for disclosing the procurement of personal data from an alternative source.

In the case where the Company has received personal data from any source other than directly from the owner of the data, the Company will inform the owner within 30 days after the date receiving such personal information (unless it is required by law). In such a case, the data owner may inquire and request the Company for disclosure of the source of such personal data.

4. The right to receive and request the Company to transfer or forward the data to other personal data controller when the Company adjusts the format of the data storage for automated reading and transfer

The transfer or forward of personal data hereunder shall include the case when personal data is stored in electronic format. The transfer proceeds via an electronic device that can read electronic data only, not include the courier's data transfer, or deliver personal data in other formats.

5. The owner's right to object to the collection and use of personal data

The owner has the right to object to the collection and use of his/her data under the following circumstances:

(1) The collection of personal data can proceed without consent as permitted by the bylaws or other juristic person other than personal data controller (unless such benefit is below basic right of the data owner or;

(2) The collection, use, or disclosure of personal data is for direct marketing;

6. The right to request to destroy or turn personal data given to the Company into unanimous data.

The data owner may make a request to the Company for the elimination of his/her own personal data and/or turn his/her given data into unanimous data under the following circumstances:

(1) The personal data is no longer necessary for the storage of personal data according to

the objectives.

(2) When the data owner revokes his/her consent in collecting, using, or disclosing personal data, the Company shall have no legal authority to collect, use, or disclose such data.

(3) When the data owner exercise his/her right to oppose the collection, use, or disclosure of personal data, the Company shall not reject such request or;

(4) When personal data is collected, used, or disclosed illegally,

7. The right of request to the Company for suspension of personal data

The data owner may inform the Company to suspend the use of his/her data immediately under the following circumstances:

(1) When the personal data controller is under the examination of accuracy, completeness, or update such data as per the data owner's request.

(2) When such personal data could be deleted or destroyed, the data owner may request to suspend such data instead of deletion or destruction.

(3) When such personal data is no longer necessary for storage under the purpose of data collection but the data owner requests to continue the storage for initiation of right permitted by law, compliance or exercise of a legal right or to raise as a right of a claim as permitted by law.

(4) When the Company is considering the exercise of data owner's right against the collection, use, or disclosure of personal data

8. The right to request the Company to correct, validate and update personal data

In case of any changes regarding personal data given to the Company or that the Company has collected, the data owner may request the Company for any correction or update at any time.

9. The right of claim in case it is found offensive against Personal Data Protection Act B.E. 2562

In case the data owner finds that the Company and/or employee of the Company conduct any action that violates or contravene the Personal Data Protection Act B.E. 2562, the data owner may report such violation to the Company and/or relevant authority as detailed in Article 4 of this document.

Please note that when the Company receives notice of the wish to exercise any rights from the data owner, the Company will consider such request to proceed with proper action within 30days from the date of receipt. The Company reserves the right to reject such request from the data owner where it is contravene to the law or necessary and legal right to refuse.