

## **Privacy Notice**

Last updated: December 10, 2021

### **Introduction**

Your privacy is important to us. So, we have developed this Privacy Notice that explains how we collect, use, disclose, transfer, and store your personal information when you access this website, including all pages within this website (collectively referred to herein below as the “Website”). Please read this Privacy Notice and understand it before using the Website. By using the Website, you acknowledge that we collect, use, disclose, and retain your personal information as set out in this Privacy Notice.

This Privacy Notice is in effect as of the date noted at the top of this Privacy Notice. We may make changes to this Privacy Notice from time to time. If we do, we will post the revised version here and change the “last updated” date (the date it applies from) at the top of this Privacy Notice. You should review this Privacy Notice periodically to stay informed of updates. You will be deemed to have implicitly accepted the changes in any revised Privacy Notice by your continued use of the Website.

### **What personal information we collect**

In this Privacy Notice, your “personal information” means information or pieces of information that could allow you to be directly or indirectly identified. We collect your personal information when you use the Website. The personal information we collect falls into three categories: (a) personal information you provide us; (b) personal information we collect through automatic methods, and (c) personal information we collect from other sources.

#### **We collect personal information you provide us**

You may provide the following information to us:

- personal details, such as your name, postal and email addresses, phone number, date of birth or other contact information, when you register with the Website, or contact us by phone or through the Website;
- transaction information, including information about products you buy, prices, method of payment and payment details;
- account information, such as your user name or password (or anything else that identifies you) used to access the Website;
- conversations between you and us, including recordings of telephone conversations via call center, letters, emails, message records or any other methods;
- information obtained from the documents you provide to us;
- customer surveys and complaints about our products or services;
- information when you participate in our competitions or marketing promotions;

- voices, photos, or videos of you recorded by our CCTV systems, any cameras, or any recording devices when you come to our restaurants or enter the monitored area in or around our premises and facilities;
- consumption behavior, such as your food preferences and menus that you order regularly etc.; and
- other personal information you choose to give us when you interact with us.

### **We collect personal information through automated methods**

We may use automated technology to collect personal information from your mobile device when you use the Website. Automated technologies may include cookies, web beacons, tracking pixels, and other tracking technologies. There is more information below about cookies and other technologies.

We may collect personal information about your:

- internet protocol (IP) address;
- computer or mobile-device operating system and browser type;
- type of mobile device and its settings;
- unique device identifier (UDID) or mobile equipment identifier (MEID) for your mobile device;
- device and component serial numbers;
- advertising identifiers (for example, IDFAs and IFAs) or similar identifiers;
- referring website (a site that has led you to ours) or application;
- online activity on other websites, applications or social media;
- communications to us or regarding us on social media; and
- activity related to how you use the Website.

The Website may collect the exact location of your mobile device or computer using geolocation and technology such as GPS, Wi-Fi, Bluetooth, or cell tower proximity. For most mobile devices and computer systems, you are able to withdraw your permission for us to collect this personal information by using the device or web-browser settings. If you have any questions about how to prevent us from collecting personal information about your location, we recommend you contact your mobile-device service provider, the device manufacturer, or your web-browser provider.

### **We collect personal information from other sources**

We may collect your personal information from other companies and organizations. We may also collect personal information that is publicly available. For example, we may collect your personal information when you interact with us through social media or when we receive your personal data from third parties, such as our dealers or when you purchase any of our products and/or services through third parties.

## **How we use the personal information we collect**

Having accurate your personal information permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use personal information collected about you to:

1. create and manage your account.
2. verify your identity.
3. fulfill and manage purchases, orders, payments, and other transactions related to the Website.
4. respond to product and customer service requests.
5. improve and develop our services and marketing activities.
6. compile anonymous statistical data and analysis for use internally or with third parties.
7. monitor and analyze usage and trends to improve your experience with the Website.
8. Increase the efficiency and operation of the Website.
9. Prevent fraudulent transactions, monitor against theft, protect against criminal activity, and keep your account secure.
10. store comments, respond to complaints, and find ways to correct errors related to our products or services.
11. protect individuals' life, body, health, personal safety, and belongings.
12. use as an evidence in order to proceed any legal actions including taking necessary step in legal procedure or complying with the court order or any authorities under the law.
13. monitor our operational efficiency to enhance our service qualities.
14. comply with applicable law.

To enable you to receive benefits from using products and/or services, we may use personal information according to your given consent to:

1. contact you regarding our products and services which may be of interest to you.
2. offer new products, services, and/or recommendations to you.
3. deliver targeted advertising, newsletters, and other information regarding promotions or special events to you.

## **How we disclose the personal information we collect**

We may use or disclose your personal information only with your consent, according to the rules permitted by laws and in accordance with our purpose of the data collection. We supervise our employees, officers, or operatives not to use and/or disclose your personal information other than the purpose of the data collection and disclosure, except:

1. it is for the achievement of the purpose relating to the preparation of the historical documents or the archives for public interest, or for the purpose relating to research or statistics, in which the suitable measures to safeguard your rights and freedoms are put in place;
2. it is for preventing or suppressing a danger to a person's life, body or health;

3. it is necessary for the performance of a contract to which you are a party, or in order to take steps at your request prior to entering into a contract;
4. it is necessary for legitimate interests of the company or any other persons or juristic persons other than the company, except where such interests are overridden by the fundamental rights of your personal information;
5. it is for your benefit and the consent cannot be obtained at such time;
6. it is for the purpose of investigation of the inquiry authorities or adjudication of a competent court;
7. it is necessary for compliance with laws to which the company is subjected; The Personal Data Protection Act, The Electronic Transactions Act, The Telecommunications Business Act, The Anti-Money Laundering Act, The Civil and Criminal Code, The Civil Procedure Code, and The Criminal Procedure Code.

We may disclose your personal information we have collected in certain situations. Your personal information may be disclosed as follows:

#### **Third-Party Service Providers**

We may disclose your personal information with third parties that perform services for us or on our behalf, including fulfilling your orders, payment processing, data analysis, customer service, managing promotions, contests, price draws and sweepstakes, conducting customer research or satisfaction surveys. These third parties are obligated to protect your personal information.

#### **MK Restaurant Group and Its Subsidiaries**

We may disclose your personal information to our subsidiaries only with your consent or the purposes as set out in this Privacy Notice. However, we shall not disclose your personal information to any third party or unauthorized person, other than the purposes as set out in this Privacy Notice.

#### **Others**

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities – for us to disclose your personal information. We may also disclose your personal information if we determine that for purpose of national security, law enforcement, or other issues of public importance, disclosure is necessary and appropriate.

We may also disclose your personal information if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale all or part of our business, we may transfer any and all personal information we have collected to the relevant third party, which is obligated to protect your personal information.

#### **How long we retain the personal information we collect**

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Notice unless a longer period is required or permitted by law. When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

### **Cookies and Other Technologies**

We, and our vendors who provide services to us, may use cookies, web beacons and other similar technologies on the Website to collect personal information in order to enhance your online experience or customize our offerings.

A “cookie” is a small text file that is placed onto an internet user’s web browser or device and is used to remember and/or obtain information about the user.

A “web beacon” is a small object or image that is embedded into a web page, application, or email and is used to track activity. They are also sometimes referred as pixels and tags.

We use cookies, web beacons and other tracking technologies, to collect personal information for the purposes described in this Privacy Notice. We may also combine the personal information collected by these technologies with personal information we have collected about you by other means that are described in this Privacy Notice.

We may use these technologies to:

- uniquely identify you or your device;
- allow you to access and use the Website, where without them, the Website may not work properly;
- improve our products and services;
- help us monitor the performance (e.g., traffic errors, page load time, popular sections, etc.) of the Website;
- remember you, for your convenience, when you visit the Website;
- help customize your experience;
- to market to you through targeted advertising; and
- or other purposes described in the section of this Privacy Notice entitled, “How we use the personal information we collect”.

Use the options in your web browsers if you do not wish to receive a cookie or if you wish to set your browsers to notify you when you receive a cookie. Click on the “Help” section of your browser to learn how to change your cookie preferences. If you disable all cookies, you may not be able to take advantage of all features available on a website.

## **Policy for Children**

The Website is designed and intended for use by adults. We do not knowingly collect personally identifiable information from children under the age of 10. If you become aware of any data we have collected from children under the age of 10, please contact us using the contact information provided below. In addition, if we learn that we have collected personal information from a child under the age of 10, we will take steps to delete that personal information as soon as possible.

## **Third-Party Websites**

The Website may contain links to third-party websites that are not affiliated with us. If you visit these linked websites, you should read their privacy policies, terms and conditions, and their other policies. We are not responsible for the content or privacy and security practices and policies of third parties.

## **Information Security**

We use appropriate security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission over the internet can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee absolute security if you provide personal information.

## **Rights in the Personal Information**

1. You have the right to access to and obtain copy of your personal information or request the disclosure of the acquisition of your personal information, unless we are entitled to reject your request under the law or court order or such request will adversely affect the rights and freedom of others.
2. You have the right to request us to rectify your personal information, where such information is inaccurate or incomplete, and make your personal information up-to-date, complete, and not misleading.
3. You have the right to request us to erase or destroy your personal information or anonymize your personal information to become the anonymous data which cannot identify you, unless we must put in place the protection of such information in accordance with the law.
4. You have the right to request us to temporarily or permanently suspend the use of your personal information.
5. You have the right to object the collection, use, or disclosure of your personal information, unless we are entitled to legally reject your request.
6. You have the right to receive your personal information in the electronic form or request us to send or transfer such information to third parties, unless it is impossible to do so because of the technical circumstances or we are entitled to legally reject your request.

7. You have the right to withdraw your consent at any time pursuant to the methods and means set forth by us, unless the nature of consent does not allow such withdrawal. However, the withdrawal of your consent may affect your use of the Website.
8. You have the right to make a complaint with the Personal Data Protection Committee or their office in the event that we do not comply with the Personal Data Protection Act, B.E. 2562 (2019).

### **Data Protection Officer (DPO)**

We have operated in accordance with the Personal Data Protection Act, B.E. 2562 (2019) by appointing the Data Protection Officer (DPO) to monitor our operations regarding the collection, use, and disclosure of personal information in accordance with the Personal Data Protection Act, B.E. 2562 (2019), including laws relating to personal data protection. In addition, we have prepared regulations and have issued orders for related parties to perform as required in order to ensure that operations comply with the Privacy Notice in a proper and efficient manner.

### **How to Contact Us**

If you have any questions or comments about this Privacy Notice, please contact us at:

MK Restaurant Group Public Company Limited

1200 Debaratna Road, Bangna-Tai, Bangna, Bangkok 10260

Telephone: 0-2066-1000

Email: [dpo@mkrestaurantgroup.com](mailto:dpo@mkrestaurantgroup.com)