

# PDPA PRIVACY POLICY

## Privacy Policy English version

### **Hotels with Prom Ratchada Thailand Cultural Centre Hotel and Prom Thailand Cultural Centre Hotel**

Golden Property Plus Co., Ltd. and Millennium Building Co., Ltd. (hereinafter referred to as the "Company") recognize and recognize the importance of protecting personal data and other information about you (collectively, "Data") so that you can be assured that the Company is transparent and responsible in its collection. Use or disclose your information in the use of the Company's services. The Company would like to thank you for entrusting the Company and the Company will take care of your personal data with care and reasonableness in order to provide you with the best customer experience and service.

This Personal Data Protection Policy ("Policy") It covers the collection, use, or disclosure of customer information under the control of the Company within the hotel, website, social media channels. Online communication channels as well as other channels through which your personal data is collected.

In accordance with this policy. "Personal Data" means information about a natural person that makes it possible to directly or indirectly identify that individual, but does not include the personal data of a deceased person in particular. Details as set out in this Policy

The Company reserves the right to update, amend or change this policy as it deems appropriate and will notify you through the <https://www.promthailandculturalcenterhotel.com> website with the effective date of each amendment indicating the effective date of each amendment. However, we encourage you to check back regularly for new policies through our website or specific channels. Especially before you disclose your personal data to the Company.

What types of personal data do we collect?

**1. The Company may collect the following types of Personal Data, which may include the Personal Data of the Data Subject directly or indirectly from you, depending on the context of your communication and relationship with the Company.**

(1) Personal information, including prefix of name, first name, gender, age, nationality, country of residence, date of birth; The number of family members and children, the age of the child, the information on the government-issued card (e.g., ID card number, passport number, tax identification number, driver's license information, and similar identification

documents, etc.). Immigration details, including arrival and departure dates; Signatures, voices, audio recordings, photographs, CCTV images Vehicle license plates and other information you have provided to the Company.

(2) Contact information, including postal address, shipping information, invoice address, telephone number, fax number, email address, Line ID, Facebook user account and other social media website user accounts, and other contact information that you have provided to the Company.

(3) Membership information, including details of member account information; Membership card number, loyalty points, membership code, customer ID, membership type, customer type, date and month of membership or registration, membership period, bank account, and payment information, and other membership information that you have provided to the Company.

(4) Financial information, including credit/debit card information or banking information. Credit/debit card number, type of credit card, card issue/expiration date, billing cycle, account details, payment details and history, and other financial information you have provided to the Company.

(5) Transaction information, such as payment information to/from you. Date and/or time of payment, payment amount Information about refunds, balances, and reward points Date and place of purchase Purchase or order number, date of appointment for service, address/date and time of pickup or delivery. Recipient acknowledgment End-of-mail message in the recipient's email Warranty Information, Complaints and Claims Reservation Information Rental information, transactions, transaction history, location, transaction status, historical sales transactions, status, transaction status. Purchase behavior and other information about the products and services you purchase from the Company.

(6) Technical information, such as IP address, cookies, media access control (MAC) addresses, logs, device IDs, device models and types of devices. network Connection information, access information, single sign-on (SSO) information, login log, duration and location of access, time spent on the page. Login information, search history, browsing information. Browser type and version Time zone setting and location Types and versions of browser plugins The operating system and the platform, and other technologies on the device you use to access the platform, and other technical information from your use on the platform and operating system.

(7) Usage information, such as information about your search or use of the website. Use of our products and services, list of products of interest.

(8) Marketing and communication information, such as your preferences for receiving marketing information from the Company and your preferred form of communication, and marketing and other communications information.

#### Sources of Personal Information Collected by the Company

### **2. The Company collects or obtains various types of personal data from the following sources:**

(1) Personal Data collected by the Company directly from you through various service channels, such as room reservation procedures, room registration, signing of contracts, documents, service reservations, or other service channels controlled by the Company. When you communicate with the Company at the office or through other contact channels controlled by the Company.

(2) Information collected by the Company from your access to the Website, products or other services in accordance with the contract, such as tracking the usage behavior of the Website, Products or Services of the Company with cookies or from the software on your device, etc.

In the event that you have provided the Company with personal information of a third party (such as emergency contacts, etc.) such as name, surname, address, etc. In the event of an emergency, please notify them of this Privacy Policy and/or obtain their consent if consent is required to disclose the information to the Company.

In the event that you, as the Data Subject, refuse to provide the information necessary for the Company's services, the Company may not be able to provide such services to you in whole or in part.

### **3. Purpose of collecting the Company's personal data**

The Company collects your Personal Data for the purpose of providing the Company's services in the following activities:

(1) To provide and provide services to you, to enter into contracts and manage contractual relationships between the Company and you, to support and carry out other activities related to such services or products, to manage reservations, and to process financial transactions and services related to payments, including verifying and confirming and canceling transactions, to process your orders. Shipping, Pick-up, and Returns Refunds and Exchanges for Goods or Services

(2) Marketing and communication to provide privileges and promotions. News, Sale, Special Offers Advertising, Notifications, News Information, marketing and communications related to the Company's services.

(3) Registration and identity verification to register. check Verify, identify and/or certify you or your identity.

(4) Operation of the website to maintain and operate. Monitor, observe and manage the website to facilitate and ensure that the website runs smoothly. To facilitate your use of the website to improve the website and its contents.

(5) Compliance with legal obligations to comply with the provisions of the law. Legal process or order of the relevant government agency and/or cooperate with the court. Regulators Government agencies and law enforcement agencies. In the event that the Company has reasonable grounds to believe that such action is necessary to comply with the law, and in the event that the Company is required to disclose such personal information. The Company will disclose personal information only as necessary and strictly disclose it to comply with the provisions of the law. This includes providing and managing VAT refund services, issuing tax invoices, or issuing full tax forms. Recording and Tracking Communications Disclosure of information to tax authorities Financial Services Regulators and other government agencies that supervise and for the purpose of investigating, investigating or preventing crime.

(6) To protect the Company's interests, to protect security within the Company's premises, or to protect the Company's business security and confidence, to exercise rights or protect the Company's interests as necessary and lawful in accordance with the law.

#### **4. Bases for Processing Personal Data Used by the Company**

To process the Company's personal data for the purposes mentioned above. The Company uses the following bases for processing personal data:

Legal basis for data collection.

Details

For the performance of legal obligations.

To enable the Company to operate and comply with the laws governing the Company, such as:

- Hotel Act B.E. 2547 (2004)
- Collection of computer traffic data under the Computer Crime Act B.E. 2560 (2017)
- Tax Law
- Implementation of court orders

It is necessary for legitimate interests.

For the legitimate benefit of the company and other persons.

Such benefits are no less important than your basic rights in your Personal Data, such as for the security of the Company's premises or the processing of Personal Data for the Company's internal affairs, etc.

It is the fulfillment of a contract.

To enable the Company to perform its contractual obligations or perform actions that are necessary for entering into a contract to which you are a party to the Company, such as making a reservation. Accommodation and reservations for hotel services, etc.

It is necessary for the prevention or suppression of danger to life. The person's body or health

To prevent or suppress danger to life. For example, providing application services to monitor epidemics according to government policies, etc.

Your consent

In order for the Company to collect, use or disclose your Personal Data in the event that the Company needs to obtain your consent by notifying the purpose of collection, use or disclosure of Personal Data, such as marketing through the Company's newsletter or collecting sensitive personal data for purposes that do not comply with the exceptions. of the Personal Data Protection Act B.E. 2562 (2019), etc.

In the event that the Company needs to collect your Personal Data for the performance of a contract. To perform legal obligations or to enter into contracts. If you refuse to provide personal data or object to the processing of the activity for the purpose of the activity, the Company may not be able to perform or provide the services requested by you in whole or in part.

## 5. **Cookies and how we use them**

In the event that you access the Company's website. The Company will automatically collect your personal data through the use of cookies.

**6. To whom may we disclose or transfer your Personal Data?**

For the purpose of collecting personal data of the above companies. The Company may disclose your Personal Data to the following parties:

Recipient Person Type.

Details

Government agencies to which the Company must disclose information for the purpose of legal action or other important purposes (e.g., public interest operations, etc.)

Government agencies that enforce the law or have the power to supervise or have other important purposes, such as the Department of Administration. Revenue Department The Royal Thai Police, the Court, the Public Prosecutor's Office, Department of Disease Control and local government organizations, etc.

**7. How long do we keep your personal data?**

The Company will retain your Personal Data for as long as is reasonably necessary. However, the Company may retain your Personal Data for a longer period of time if it is necessary by applicable law.

**8. Security of Personal Information**

The Company recognizes the importance of maintaining the security of your Personal Data. Therefore, the Company strives to maintain your security by establishing measures to maintain the security of your Personal Data appropriately and in accordance with the confidentiality of Personal Data to prevent loss, access, destruction, use, alteration, disclosure, or destruction without rights or law. The data collection area and the implementation of the Personal Data Processing Practices, including physical security measures.

## 9. Rights of Data Subjects

Subject to the provisions of the law and the exceptions under the relevant laws. You have the right to process your personal data as follows:

(1) Right to request access to personal data You have the right to request access, receive a copy and request disclosure of the source of the Personal Data collected by the Company without your consent, except in cases where the Company has the right to refuse your request due to legal reasons or court orders, or in cases where the exercise of your rights will have an impact that may cause damage to the rights and freedoms of others.

(2) The right to request correction of personal data to be accurate, complete and up-to-date. If you find that your personal information is inaccurate, you will be able to contact us. Incomplete or not current You have the right to request corrections to ensure that they are accurate, current, complete, and not misleading.

(3) Right to Erasure or Destruction of Personal Data You have the right to request the Company to delete or destroy your Personal Data or make your Personal Data unidentifiable to the person who is the data subject. However, The exercise of this right to erasure or destruction of personal data is subject to the conditions prescribed by law.

(4) The right to request the suspension of the use of personal data. You have the right to request that we restrict the use of your personal data. However, In the following cases:

- During the period when the Company conducts an audit at the request of the Data Subject, the Personal Data shall be corrected. Complete and up-to-date
- Personal data of the data subject is collected. Unlawful use or disclosure
- When the Personal Data of the Data Subject ceases to be necessary to retain the data for the purpose notified by the Company in collection, but the Data Subject wishes the Company to continue to retain the data for the exercise of legal rights.
- When the Company is proving a legitimate reason for collecting the Personal Data of the Data Subject or investigating the necessity of collecting, using, or disclosing the Personal Data in the public interest. This is due to the fact that the Data Subject has exercised the right to object to the collection. Use or Disclosure of Personal Information

(5) Right to object to the processing of personal data; You have the right to object to the collection. The Company may use or disclose personal data relating to you, except where the Company has legitimate grounds for refusing the request (e.g., the Company can show that the collection, use, or disclosure of your personal data is more legitimate or for the

establishment of a legal claim). Compliance or exercise of legal claims or in the public interest of the Company, etc.)

(6) Right to withdraw consent In the event that you have given your consent to the Company to collect, use or disclose your personal data (whether such consent is given before or after the Personal Data Protection Act B.E. 2562 (2019) comes into force); You have the right to withdraw your consent at any time during the period during which your personal data is retained by the Company, unless there is a legal restriction on the Company's right to continue to retain the data or to maintain a contract between you and the Company that benefits you.

(7) Right to Request, Send or Transfer Personal Data: You have the right to obtain your Personal Data from the Company in a format that can be read or used generally with an automated tool or device and can use or disclose the Personal Data by automated means, including requesting the Company to send or transfer such data to other data controllers. However, The exercise of this right is subject to the conditions prescribed by law.

## 10. Company Contact Details

If you wish to exercise your rights in relation to your Personal Data, or if you have any questions about your Personal Data under this Policy, please contact:

### (1) Data Controller

Name: Golden Property Plus Co., Ltd.

Address: 558 Ratchadapisek Road, Din Daeng Sub-district, Din Daeng District, Bangkok 10400

Phone: 02-692-4242 Email: [info@promratchada.com](mailto:info@promratchada.com)

Name: Millionaire Building Company Limited

Address: 680,682 Soi Na Thong, Din Daeng, Din Daeng, Bangkok 10400

Phone: 02-692-4242 Email: [info@promratchada.com](mailto:info@promratchada.com)

## (2) Data Protection Officer

Name: Miss. Kannikar Choitrakul

Address: 558 Ratchadapisek Road, Din Daeng Sub- district, Din Daeng District, Bangkok 10400

Phone: 02-692-4242 Email: info@promratchada.com

### นโยบายการคุ้มครองข้อมูลส่วนบุคคล (Privacy Policy)

โรงแรมพร้อมรัชดา ศูนย์วัฒนธรรม และโรงแรมพร้อม ศูนย์วัฒนธรรม

บริษัท โกลด์เด็น พร็อพเพอร์ตี้ พลัส จำกัด และ บริษัท มิลเลียนแนร์ บิลดิ้ง จำกัด ตระหนักถึงความสำคัญของการคุ้มครองข้อมูลส่วนบุคคลของท่าน โดยนโยบายนี้ครอบคลุมการเก็บรวบรวม ใช้ หรือเปิดเผยข้อมูลของลูกค้าในช่องทางต่างๆ เช่น โรงแรม เว็บไซต์ และสื่อสังคมออนไลน์

ประเภทข้อมูลส่วนบุคคลที่บริษัทเก็บรวบรวม บริษัทอาจเก็บรวบรวมข้อมูลส่วนบุคคลประเภทต่างๆ ดังนี้

- **ข้อมูลส่วนตัว:** เช่น ชื่อ-นามสกุล, เพศ, อายุ, วันเกิด, สัญชาติ, ข้อมูลบัตรที่ออกโดยรัฐบาล, รูปถ่าย, เสียง, ภาพจากกล้องวงจรปิด, และป้ายทะเบียนรถ
- **ข้อมูลเพื่อการติดต่อ:** เช่น ที่อยู่, เบอร์โทรศัพท์, อีเมล, Line ID, และบัญชีสื่อสังคมออนไลน์อื่นๆ
- **ข้อมูลการเป็นสมาชิก:** เช่น รายละเอียดบัญชีสมาชิก, หมายเลขบัตรสมาชิก, คะแนนสะสม, และข้อมูลการชำระเงิน
- **ข้อมูลทางการเงิน:** เช่น ข้อมูลบัตรเครดิต/เดบิต, รายละเอียดบัญชี, และประวัติการชำระเงิน
- **ข้อมูลการทำธุรกรรม:** เช่น ข้อมูลการชำระเงิน, วันที่และเวลาที่ซื้อ, ข้อมูลการจอง, และประวัติการทำธุรกรรม
- **ข้อมูลทางเทคนิค:** เช่น IP address,คุกกี้, MAC address, และข้อมูลการเข้าใช้งานต่างๆ
- **ข้อมูลการใช้งาน:** เช่น ข้อมูลการค้นหาบนเว็บไซต์ และรายการสินค้าที่สนใจ
- **ข้อมูลทางการตลาดและการติดต่อสื่อสาร:** เช่น ความต้องการในการรับข้อมูลการตลาด

**แหล่งที่มาของข้อมูลส่วนบุคคล** ข้อมูลส่วนบุคคลได้มาจาก:

- ท่านให้โดยตรงผ่านช่องทางการบริการต่างๆ เช่น การจองห้องพัก, การลงทะเบียน, หรือการลงนามในสัญญา
- การที่ท่านเข้าใช้งานเว็บไซต์หรือบริการอื่นๆ ของบริษัท โดยใช้คุกกี้

**วัตถุประสงค์ในการเก็บรวบรวมข้อมูลส่วนบุคคล** บริษัทเก็บรวบรวมข้อมูลเพื่อวัตถุประสงค์ต่างๆ เช่น:

- เพื่อจัดหาและให้บริการ, เข้าทำสัญญา, และดำเนินธุรกรรมทางการเงิน
- เพื่อการตลาดและติดต่อสื่อสาร เช่น มอบสิทธิพิเศษและโปรโมชั่น
- เพื่อลงทะเบียนและยืนยันตัวตน
- เพื่อการทำงานของเว็บไซต์
- เพื่อปฏิบัติตามหน้าที่ตามกฎหมาย เช่น การออกไปกำกับภาษี หรือการสืบสวนสอบสวน
- เพื่อปกป้องผลประโยชน์และความมั่นคงปลอดภัยของบริษัท

**ฐานในการประมวลผลข้อมูลส่วนบุคคล** บริษัทใช้ฐานทางกฎหมายในการประมวลผลข้อมูล เช่น:

- การปฏิบัติหน้าที่ตามกฎหมาย (เช่น พ.ร.บ. โรงแรม พ.ศ. 2547)
- ประโยชน์โดยชอบด้วยกฎหมายของบริษัทและบุคคลอื่น (เช่น เพื่อความปลอดภัยในอาคาร)
- การปฏิบัติตามสัญญา (เช่น การจองห้องพัก)
- ความยินยอมของท่าน (ในกรณีที่จำเป็นต้องได้รับความยินยอม)

**การเปิดเผยข้อมูลส่วนบุคคล** บริษัทอาจเปิดเผยข้อมูลส่วนบุคคลให้แก่หน่วยงานของรัฐที่บริษัทต้องปฏิบัติตามกฎหมาย เช่น กรมการปกครอง กรมสรรพากร หรือสำนักงานตำรวจแห่งชาติ

**ระยะเวลาในการจัดเก็บข้อมูล** บริษัทจะเก็บข้อมูลส่วนบุคคลของท่านเป็นระยะเวลา 5 ปี หรือนานกว่านั้นหากจำเป็นตามกฎหมาย

**สิทธิของเจ้าของข้อมูลส่วนบุคคล** ท่านมีสิทธิในการดำเนินการกับข้อมูลส่วนบุคคล เช่น:

- สิทธิในการขอเข้าถึงข้อมูล

- สิทธิในการขอแก้ไขข้อมูลให้ถูกต้อง
- สิทธิในการลบหรือทำลายข้อมูล
- สิทธิในการขอให้ระงับการใช้ข้อมูล
- สิทธิในการคัดค้านการประมวลผลข้อมูล
- สิทธิในการขอถอนความยินยอม
- สิทธิในการขอรับ, ส่ง หรือโอนข้อมูล

**รายละเอียดการติดต่อของบริษัท** หากมีข้อสงสัยหรือต้องการใช้สิทธิที่เกี่ยวข้องกับข้อมูลส่วนบุคคล สามารถติดต่อได้ตามรายละเอียดด้านล่าง:

- **ผู้ควบคุมข้อมูลส่วนบุคคล:**
  - บริษัท โกลด์เด้น พร็อพเพอร์ตี้ พลัส จำกัด: 558 ถนนรัชดาภิเษก, ดินแดง, กรุงเทพฯ 10400, โทร. 02-692-4242, อีเมล [info@promratchada.com](mailto:info@promratchada.com)
  - บริษัท มิลเลียนเนียร์ บิลดิ้ง จำกัด: 680,682 ซอยนาทอง, ดินแดง, กรุงเทพฯ 10400, โทร. 02-692-4242, อีเมล [info@promratchada.com](mailto:info@promratchada.com)
- **เจ้าหน้าที่คุ้มครองข้อมูลส่วนบุคคล:**
  - ชื่อ: นางสาวกรรณิการ์ ฌ้อยตระกูล
  - ที่อยู่: 558 ถนนรัชดาภิเษก, ดินแดง, กรุงเทพฯ 10400, โทร. 02-692-4242, อีเมล [info@promratchada.com](mailto:info@promratchada.com)