Customer Privacy Policy

1. Purpose

Pacific Leisure (Thailand) Limited is committed to protecting the privacy and personal data of its customers. The company collects, uses, discloses, and stores personal data responsibly and securely in accordance with the Personal Data Protection Act B.E. 2562 (2019) (PDPA) of Thailand and other applicable laws and regulations.

This policy explains how the company handles customers' personal data throughout the service process, including enquiries, bookings, travel arrangements, during trips, and after the services have been provided.

2. Types of Personal Data Collected

The company may collect the following types of personal data as necessary to provide its travel services:

1. **Personal Identification Information:** Full name, date of birth, and nationality.
2. **Contact Information:** Address, telephone number, email address, and emergency contact details.
3. **Travel Information:** Booking details, tour itineraries, flight information, accommodation, and transportation arrangements.
4. **Travel Document Information:** Passport or identification document details, where necessary for bookings or travel services.
5. **Payment Information:** Transaction details and payment records. The company does not retain full payment card details unless strictly necessary and legally permitted.
6. **Other Relevant Information:** Special travel requirements or health information where necessary for customer safety and appropriate service arrangements.

The company collects only personal data that is necessary for its stated purposes. Sensitive personal data is collected only where there is an appropriate lawful basis and in accordance with the requirements of the PDPA.

3. Purpose and Use of Personal Data

The company uses personal data for the following purposes:

- To process bookings and arrange travel services.
- To coordinate hotel reservations, flights, transportation, tour guides, and other related services.
- To communicate with customers before, during, and after their trips.
- To process payments, issue relevant documents, and maintain accounting records.
- To provide customer assistance and ensure safety in emergency situations.
- To comply with applicable laws and regulatory requirements.
- To improve service quality and handle customer enquiries and complaints.

The company processes personal data based on appropriate lawful grounds under the PDPA, such as contractual necessity, legal obligations, legitimate interests, or consent where required by law.

4. Disclosure of Personal Data

The company may disclose personal data to relevant third parties only where necessary for the provision of travel services. These may include:

- Hotels and accommodation providers.
- Airlines and transportation providers.
- Tour operators and local service providers.
- Tour guides and travel coordinators.
- Technology and booking system service providers.
- Government authorities or other authorized agencies where required by law.

The company ensures that personal data is disclosed only for appropriate purposes and in accordance with applicable data protection requirements. Appropriate safeguards are applied when sharing personal data with external service providers.

Where personal data needs to be transferred outside Thailand, the company will comply with the requirements for international data transfers under the PDPA.

5. Data Security

The company implements appropriate security measures to protect personal data in both electronic and physical formats against unauthorized access, use, alteration, loss, or disclosure.

These measures include:

- Restricting access to personal data to authorized employees who require the information to perform their duties.
- Storing electronic data in systems or devices with appropriate security measures.
- Keeping physical documents containing personal data in secure storage with restricted access.
- Preventing unauthorized disclosure or sharing of customer information.
- Securely disposing of personal data and documents when they are no longer required.

6. Data Retention and Disposal

The company retains personal data only for as long as necessary to fulfil the purposes for which it was collected and to comply with applicable legal and regulatory requirements.

When personal data is no longer necessary or the applicable retention period has expired, the company will appropriately delete, destroy, or anonymize the information, unless further retention is required or permitted by law.

7. Data Subject Rights

Customers have the rights provided under the PDPA, including:

- The right to request access to and obtain a copy of their personal data.
- The right to request correction of inaccurate or incomplete personal data.
- The right to request erasure or destruction of personal data where legally applicable.
- The right to request restriction of the processing of personal data.
- The right to object to the processing of personal data in circumstances provided by law.
- The right to request data portability where legally applicable.
- The right to withdraw consent where processing is based on consent.
- The right to lodge a complaint with the relevant competent authority.

All requests are subject to the conditions, procedures, and exceptions provided under applicable laws.

8. Personal Data Breach Management

In the event of a personal data breach, the company will investigate the incident, assess potential risks, and take appropriate corrective and preventive measures.

Where required by law, the company will notify the Personal Data Protection Committee Office without undue delay and, where feasible, within 72 hours of becoming aware of the breach. Where the breach is likely to result in a high risk to the rights and freedoms of individuals, affected data subjects will also be notified without undue delay.

9. Policy Review and Updates

The company will review and update this policy as appropriate to ensure that it remains consistent with its business operations, changes in applicable laws, and relevant personal data protection requirements.

Where significant changes are made, the updated policy will be made available through appropriate communication channels so that customers can be informed.

10. Contact Information

For enquiries regarding personal data protection or to exercise rights under the PDPA, customers may contact:

Pacific Leisure (Thailand) Limited

Address: No. 888/154, Mahatun Plaza Bldg., 15th Floor, Ploenchit Road, Lumpini, Pathum Wan, Bangkok 10330, Thailand

Email: info@pacificleisureth.com

Telephone: +66 22 542 966

- Last Updated: 31 August 2026
- Approved Date: 5 October 2026

Approved by: Mrs. Watana Limnararat **Signature :** _____

Position: Managing Director

Effective Date: 5 October 2026