

Privacy Policy for Event

This Privacy Policy for Event ("**Policy**") explains how Ford Sales and Service (Thailand) Co., Ltd. ("**Company**") collects, uses and/or discloses your personal data in relation to your attendance of the Company's event.

1. Your personal data that the Company collects

The Company may collect the following personal data directly from you:

- 1) **Personal information** such as first name and last name, images, signature, identification card number, passport number, information on a driving license and/or information on cards issued by government authorities;
- 2) **Contact information** such as phone number, mobile number, email address and/or social media user's information (such as Line ID);
- 3) **Important transactional information** such as registration details, event participation details, and/or transaction history;
- 4) **Marketing and communications information** such as interests, your preferences in receiving marketing information from the Company and its affiliates, including your preferred communication channels;
- 5) **Other information** such as videos, images and sound recorded in the Company's premises and/or in the event areas and CCTV records.

2. Purposes and legal bases for collection, use and/or disclosure of your personal data

Apart from requesting for your consent where required by law, the Company may rely on or refer to (1) contractual basis, for the Company's initiation or entering into or fulfilment of a contractual performance with you (2) legal obligation basis, for the fulfilment of the Company's legal obligations (3) legitimate interest basis, for the purpose of our legitimate interests and/or the legitimate interests of third parties, which is proportionate to your fundamental rights of your personal data (4) vital interest basis, preventing or suppressing a danger to a person's life, body or health and/or (5) public interest basis, for the performance of a task carried out in the public interest or for the exercising of the State's

power or any other legal bases as permitted under the data protection law (as the case may be), for the collection, use and/or disclosure of your personal data for the purposes as follows:

- 1) For registration, contacting and administration relating to the event participation;
- 2) For advertisement, marketing and public relations purposes in relation to the Company's products, goods and services;
- 3) To fulfil the contractual obligations between you and the Company, or to perform other necessary acts for the initiation or the entering into a contract;
- 4) To verify your identity and satisfy your requests;
- 5) For safety and security of the Company's businesses;
- 6) To improve the Company's business practice, goods and services;
- 7) To fulfil the Company's legal obligations and/or to comply with lawful orders of the court, regulatory authorities, government sector and/or state agencies;
- 8) To exercise rights or to protect the legitimate interests of the Company as necessary, such as for investigating and preventing fraud, crimes, intellectual property rights infringement or non-compliance with the law;
- 9) For the public interest for protecting the customers or others participating in the event;
- 10) To protect or prevent dangers to your or others' life, bodies, health or property (as the case may be) such as for disease control
- 11) To contact and communicate with you for the purposes of marketing and the offering of product, goods and service of the Company and/or our affiliates.

If you are unable to provide personal data as requested by the Company, you may not be allowed to participate in the event arranged by the Company.

3. Disclosure of your personal data to third parties

The Company may disclose your personal data to our affiliates, service providers, business partners, advisors, enforcement authorities, court, officers, government officials, relevant regulatory authorities, the public and public platforms (such as social media platforms e.g. Facebook, YouTube and Twitter or other public platforms).

4. Transfer of your personal data to other countries

The Company may disclose or transfer your personal data to other countries (such as storing of data outside of Thailand), in which the destination countries may have higher or lower personal data protection standards than Thailand. The Company will comply with procedures under the applicable laws.

5. Data retention period of your personal data

The Company will retain your personal data for the period necessary to fulfil the purposes of the collection of such personal data. The Company may retain your personal data longer if necessary to comply with relevant laws or in the event of legal dispute.

6. Your rights as a data subject

Subject to the applicable law and exceptions, you may have the right to access, request a copy or request the Company to disclose/inform where the Company has obtained your personal data without your consent, request the Company to port, rectify, erase, destroy your personal data or make such data de-identified. You may also be able to object and restrict the collection, use and/or disclosure of your personal data in some circumstances. Where the Company relies on your consent as its legal basis, you may withdraw your consent. In the event that you find that the Company is not in compliance with data protection law, you have the right to lodge a complaint to relevant competent authority pursuant to the law.

In addition, during the Company's event, the Company may record videos, images and sound of the surroundings relating to you and may take close-up images. If you do not prefer for the Company to record or disclose such videos, images and sound, you are able to refuse when such is being recorded.

7. Security measures

The Company has implemented appropriate security measures for personal data protection, which include administrative, technical and physical safeguards in relation to access and control of personal data, to ensure confidentiality, accuracy and availability of personal data in order to prevent unauthorized or unlawful loss, access, use, alteration, modification or disclosure of personal data, and in accordance with the applicable law.

8. Contact Us

If you have any queries, questions or wish to exercise your rights in relation to your personal data, please reach us at:

Ford Sales and Service (Thailand) Co., Ltd.

98 Sathorn Square Office Tower,

11th – 12th, North Sathorn Road,

Silom, Bangrak, Bangkok 10500

Ford Customer Relationship Centre: 1383 or 1-800-225-449 (Toll Free)

Email: dpothai@ford.com
