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## **CUSTOMER PRIVACY POLICY**

### **U CITY PUBLIC COMPANY LIMITED**

**U City Public Company Limited** (the “**Company**”, “**we**”, “**us**”, or “**our**”) recognizes the importance of the protection of personal data. Therefore, we will follow security measures when there is a collection, use, and/or disclosure of your Personal Data (as defined below).

This privacy policy (the “**Privacy Policy**”) was created to inform you that in the Company’s real estate business operation, the Company may be required to collect use and/or disclose your Personal Data, as a customer who use the products and services of the Company (e.g. hotel’s guest, membership customer) and/or companies within the BTS Group (the “**BTS Group of Companies**”) whether as past customer, current customer and potential customer including any natural person (e.g. complainer or emergency contact person) the Personal Data of which are received by the Company for any purpose relating to the business operation of the Company, BTS Group of Companies<sup>1</sup>, their affiliates and subsidiaries, such as in case you are visitor, complainer or emergency contact person, individual, press, spouse or child of senior reporter, person related to the Corporate Social Responsibility program (CSR), shareholder and security holder or customer of BTS Group of Companies, their affiliates and subsidiaries, whether as past customer, current customer and potential customer (“**you**”).

This Privacy Policy applies to our business operation at the Company’s business premises, via websites, telephone, email, call center, activity or press release registration, post, online social media, online communication channels and other channels which we receive your Personal Data.

From time to time, we may adjust and/or updated this Privacy Policy which we will provide additional notification if there is a significant adjustment and/or update. The date of the latest adjustment and/or update will be specified at the top of the Privacy Policy. We encourage you to carefully read this Privacy Policy and regularly check the Privacy Policy to review any adjustment and/or update we might make in accordance with the terms of this Privacy Policy.

#### **1. WHAT PERSONAL DATA WE COLLECT**

For the purposes of this Privacy Policy, “**Personal Data**” means any directly or indirectly identified or identifiable information as listed below.

We may directly or indirectly collect your Personal Data from other sources, such as the BTS Group of Companies, the Company’s service providers (e.g. survey service provider, independent advisor, project advisor, financial advisor, legal advisor or accounting advisor), the Company’s business partners who are third parties, other third parties (e.g. reference person, employer), public domain (e.g. online social media), and third-party’s website or the relevant government agencies. The specific type of Personal Data which we collect will depend on your relationship with us or the BTS Group of Companies and the services or products you wish to receive from us or the BTS Group of Companies. The followings are examples of Personal Data which we may collect:

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<sup>1</sup> “**BTS Group of Companies**” means the companies listed in the following link:  
<https://www.ucity.co.th/storage/download/personal-data-protection-policy/list-of-companies-under-bts-group-th.pdf>

- 1) **Personal information**, such as title, name-surname, nickname, age, date of birth, marital status, gender, language, nationality, occupation, workplace, identifiable information on documents issued by government agencies (e.g., identification card, passport, alien registration card, driving license), information on name card, photograph, recorded audio, signature and vehicle registration number;
- 2) **Information of a person who secures or buys a suite(s)**, such as number of rooms secured or bought, room number, information relating to securing or buying history, queries or suggestions, e.g. interest, personal needs, interested activities or other information that you provide to us or we received during the securing and buying process;
- 3) **Contact information**, such as postal address, house registration address, identification card address, workplace address, phone number, facsimile number, email address, LINE user account or Facebook account, and other information related to online social media;
- 4) **Financial information**, such as credit card, debit card or bank account information, credit card number, debit card number, payment type, card type, payment due date, bank account details, payment information and history;
- 5) **Transaction information**, such as supporting information of a transaction (i.e. agreement, land title deed, receipt);
- 6) **Technical information**, such as Internet Protocol (IP) address, web beacon, log, device model and type, hardware-based identifiers, i.e. universal device identifier (UDID), media access control information, software-based identifier, i.e. identifier for advertisers for iOS operation system (IDFA), or identifier for advertisers for Android operation system (AAID), connection information, access information, single sign-on (SSO) information, login log, access time, time spent on our webpage, cookies, login data, search history, browsing detail, browser type and version, time zone setting and location, plug-in browser types and versions, operating system and platform, and other technology on devices used to access the platform;
- 7) **Information relating to the use of services**, such as consumer behavior information and/or litigation information;
- 8) **Information relating to customer relationship management**, such as, opening of customer account, management, operation, payment, dispute resolution, processing and reporting on behalf of the customer, such Personal Data may also include records of communication with us.
- 9) **Information from CCTV**, please see details on how we collect, use and/or disclose Personal Data in the “CCTV Privacy Policy” at <https://www.ucity.co.th/th/download/personal-data-protection-policy>;
- 10) **Sensitive data**, such as sensitive data as shown in the identified document and religion information as you provide to us.

If you provide Personal Data of any third party (such as emergency contact person, spouse, child, reference person, adviser or associate member) to us, e.g. their name-surname, date of birth, age, address, relationship, signature and contact information, you represent and warrant that you have the authority to do so by (1) informing such third party about this Privacy Policy; and (2) obtaining consents (as required by law or as necessary) so that the Company can use such Personal Data in accordance with this Privacy Policy.

We have no intention to collect sensitive data (“**Sensitive Data**”), however, in case that we do, we will only collect, use, and/or disclose Sensitive Data on the basis of your explicit consent or as permitted by law.

We only collect the Personal Data of minor, quasi-incompetent person and incompetent person after obtaining the consent of their parent or guardian. We have no intention to collect Personal Data from persons under the age of 20 without the consent of their parents as required by law, or from quasi-incompetent person and incompetent person without the consent of their guardian or curator (as the case may be) as required by law. In the event that we learn that we have collected Personal Data from anyone under the age of 20 without the consent of their parents as required by law or from quasi-incompetent person and incompetent person without the consent of their guardian or curator (as the case may be) as required by law, we will immediately delete such Personal Data or only collect, use and/or disclose such Personal Data if we can rely on other legal bases other than the consent basis or as permitted by law.

## 2. THE PURPOSE FOR COLLECTION, USE, AND/OR DISCLOSURE OF PERSONAL DATA

We collect, use and/or disclose Personal Data for the following purposes:

**2.1 THE PURPOSES OF WHICH WE RELY ON CONSENT:** Once we obtain your consent we will collect, use, and/or disclose Personal Data and/or Sensitive Data for the following purposes:

- 1) **General Personal Data for the purposes of marketing and communications which we cannot rely on other legal bases:** To provide marketing communications, re-marketing, advertisement, privilege, sales, special offers, notification, newsletter, update report, announcement, promotional activity, news and information relating to our products or services, including products and services of BTS Group of Companies and our business partner, to you;
- 2) **Sensitive Data as shown in the official documents (e.g., religion information on the identification card):** To verify and identify your identity.

If we rely on your consent for the collection, use and/or disclosure of Personal Data, you have the right to withdraw your consent by contacting us (**as specified herein under “Our Contact Details”**). The withdrawal of your consent will not affect the legality of the collection, use and/or disclosure of Personal Data and Sensitive Data that was based on your consent prior to such withdrawal. However, if you do not give consent for Sensitive Data, do not provide us your Sensitive Data or later withdraw your consent, we may not be able to provide our services to you.

## 2.2 THE PURPOSE THAT WE MAY RELY ON OTHER LEGAL BASES FOR COLLECTION, USE, AND/OR DISCLOSURE OF PERSONAL DATA

We may also rely on (1) contractual basis, for our initiation, entering into or fulfilment of a contract with a data subject; (2) legal obligation basis, for the fulfilment of our legal obligations; (3) legitimate interests basis, for the purpose of our legitimate interests and the legitimate interests of third parties in proportion to your benefits and fundamental rights in relation to the protection of your Personal Data; (4) vital interests basis, for preventing or suppressing a danger to a person's life, body or health; and/or (5) public interests basis, for the performance of a task carried out for the public interest or for the exercising of the state authorities (6) for establishment and raising of potential legal claims or other legal bases permitted under personal data protection laws (as the case may be). Depending on the context of the relationship with us, we may collect, use and/ or disclose Personal Data for the following purposes:

- 1) **To operate our business:** such as to facilitate the securement of suites, arrangement of activities (e.g. social function arrangement or observational study whether domestic or abroad), to provide souvenirs and privileges, to request necessary details, to use as evidence, to manage the accounting, to support and conduct other activities relating to the Company's services or products and to proceed financial transaction;
- 2) **To communicate:** such as to use for any contact and news/information delivery, to inform and invite to participate in activities, to arrange activities (e.g. CSR activities, press release, events, and exhibitions);
- 3) **To improve business operation, products and services:** such as to analyze, evaluate, and prepare an internal report of the Company, its subsidiaries, the BTS Group of Companies and their affiliates, to oversee operation, coordinate, monitor, examine, and control the operation within the group companies in order to comply with the policies, rules, and standards, and to evaluate the reliability and completeness of internal operation, to lay out the plans and strategies in relation to the public relations operation and organizational policies, and to improve the business operation or advance other lines of businesses;
- 4) **To procure products and services:** such as to operate pursuant to your request prior to entering into a contract, to enter into a contract and to manage contract between the Company and you, to facilitate, to secure suites, to warrant and confirm the securement or purchase of suites;
- 5) **To manage points collection program:** such as to operate a program so that members can participate in and create points collection program account for collecting, receiving and exchanging points, to send offers, promotions, and information relating to the status of and activities for the points collection program account (e.g. sending of notification), to manage points collection program accounts, to review account history or to provide and deliver discount card and gift card.
- 6) **To conduct questionnaires:** such as to conduct satisfaction survey, to develop and improve the service or marketing promotion and facilitation;
- 7) **To receive complaints and solve problems:** such as to consider complaints relating to our provided service, to solve problems according to received claims and improve services and to coordinate with relevant department for the solution and improvement of services;
- 8) **To communicate and provide services:** such as to provide communication relating to products and services (e.g. lost & found), to send information relating to products and services and news for publication and invitation to participate in activities, to provide privileges, to request for necessary

- details, to use as reference evidence, to manage accounting, to operate financial transaction and transaction relating to payment such as to issue receipt, to issue invoice and debt collection notice;
- 9) **To register and verify identity:** such as to register for obtaining services, to record and review information, to prove and verify identification;
  - 10) **To ensure the function of our websites, mobile applications, and platforms:** such as to administer, operate, track, monitor and manage websites and platforms to facilitate and ensure that they function properly, efficiently and securely; to facilitate the use of websites and platforms; to improve layout and content of websites and platforms;
  - 11) **To manage IT-related matter:** such as for IT management, management of communication system, IT security system and to control access to data and system and to conduct IT security audit; internal business management in accordance with internal compliance requirements, policies and procedures; and to revise and update our database;
  - 12) **To comply with legal obligations and orders of government agencies:** such as, where the Company or the BTS Group of Companies has a reasonable ground to believe that they shall comply with the laws and/or orders or shall provide such cooperation to act in compliance with the laws, legal proceedings or government authorities' orders which include government authorities outside Thailand and/or shall cooperate with courts, regulators, government authorities and law enforcement authorities. We may have to disclose Personal Data to comply with the said legal provisions, legal proceedings or government orders which include internal investigation process or crime/fraud prevention and/or establishment of legal claims;
  - 13) **To protect our interests:** such as to protect the security and integrity of the business operation of the Company, the BTS Group of Companies or other relevant entities, to exercise our rights and protect the interests of the Company and the BTS Group of Companies or other relevant entities where it is necessary and legally to do so, e.g. to detect, prevent and proceed with matters in relation to any corruptions, intellectual property infringement claims or violations of laws, to manage and prevent loss of assets, to detect and prevent misconduct within the premises of the Company or the BTS Group of Companies, to ensure the compliance of the terms and conditions of the Company, the BTS Group of Companies or other relevant entities, to monitor incidents; to prevent and report criminal offences, and to protect the security and confidence in the businesses of the Company and the BTS Group of Companies;
  - 14) **To transfer in case of there is a transfer of business:** such as in case of sale, transfer, merger, organizational restructuring, or other event of the similar nature, the Company may transfer your Personal Data to one or many third party(ies) as part of such transaction;
  - 15) **To manage risks:** such as to perform risk management, performance monitoring and risks assessment; and/or
  - 16) **To provide security:** such as to prevent or suppress a danger to a person's life, body, health, or property, e.g. to control contagious diseases or epidemics, to catch of thieves, to take action in an emergency situation, to coordinate and safeguard in relation to insurance and injury.

In case we are required to collect the Personal Data from you to comply with the laws or our contractual obligations with you or to enter into an agreement with you, we may not be able to achieve the abovementioned purposes if we do not receive the Personal Data as we request.

### **3. TO WHOM WE DISCLOSE YOUR PERSONAL DATA**

We may disclose or transfer your Personal Data to the following third parties who collect, use, and/or disclose Personal Data in accordance with the purposes under this Privacy Policy. These third parties may be located inside or outside Thailand. You can read their privacy policy to learn more on how they collect, use and/or disclose Personal Data since you will also be subject to their privacy policies.

#### **3.1 BTS Group Companies**

As we are part of the BTS Group of Companies which may collaborate, jointly provide service to customers and partially share systems, e.g. service system and website-related systems, we may need to transfer Personal Data to, or otherwise allow such Personal Data to be accessible by, other companies within the BTS Group of Companies for the purposes set out herein. In this regard, others companies within the BTS Group of Companies could also rely on the consent obtained by us to use your Personal Data.

Please see the list of the Company and its scope of business activities at <https://www.ucity.co.th/th/download/personal-data-protection-policy> and of the BTS Group of Companies at <https://www.btsgroup.co.th/storage/download/privacy-policy/list-of-companies-under-bts-group-en.pdf>.

#### **3.2 Our service providers**

We may engage other companies, agents or contractors to perform services on our behalf or to accommodate the provision of services. We may disclose Personal Data to the third-party service providers, including, but not limited to, (1) infrastructure, software, internet and website developers and IT service providers; (2) telecommunication and communication service providers; (3) data storage and cloud service providers; (4) document storage and/or destruction service providers; (5) marketing agencies, advertising agencies, design agencies, creative agencies and communications agencies; (6) survey service providers; (7) data analytics service providers; (8) payment service providers; (9) travel agencies or booking agencies; and/or (10) third party management service providers.

In the course of providing such services, the service providers may have access to the Personal Data. However, we will provide the Personal Data only to the extent that it is necessary for them to perform the services, and we ask them not to use the Personal Data for any other purposes. We will ensure that all service providers we work with will keep the Personal Data secure.

#### **3.3 Our business partners**

We may transfer the Personal Data to our business partners to conduct business and provide services, including but not limited to, third-party hotel booking sites, banks, financial institutions, securities companies, insurance companies, hospitals, insofar as business partners receiving the Personal Data agree to treat the Personal Data in a manner consistent with this Privacy Policy.

#### **3.4 Third parties stipulated by law**

In certain circumstances, we may be required to disclose or share your Personal Data to third parties in order to comply with a legal or regulatory obligation. Such Third parties may include any government agency (e.g. Revenue Department, Immigration Bureau, provisional and subdistrict administrative organization), court,



embassy, consulate, regulator, or other government officials, or other third party where we believe this is necessary to comply with a legal or regulatory obligation, or otherwise to protect our rights, the rights of any third party or individuals' personal safety; or to detect, prevent, or address fraud or to provide security.

### **3.5 Expert advisors**

We may have to disclose the Personal Data to our expert advisors including, but not limited to, (1) independent advisors; (2) legal advisors who assist us in our business operations and provide litigation services whether for defending or initiating legal actions; and/or (3) auditors who provide accounting services or conduct financial audit for the Company.

### **3.6 Other third parties**

We may be required to disclose Personal Data based on the legal bases in accordance with the purposes as specified in this Privacy Policy to other third parties, such as individuals, complainants or other third parties that we receive a request to access our CCTV records etc. (as the case may be).

### **3.7 Third parties connected with business transfer**

We may disclose or transfer the Personal Data to our business partners, investors, major shareholders, assignees or transferees in the event of any organizational restructuring, rehabilitation, amalgamation, business transfer, whether in whole or in part, purchase or sale, joint venture, assignment of rights, transfer or disposal of our business, assets or shares, whether in whole or in part, or any similar transaction. In case that such event happens, the receiving party will comply with this Privacy Policy to protect the Personal Data.

## **4. CROSS-BORDER TRANSFER OF PERSONAL DATA**

We may disclose or transfer the Personal Data to third parties or servers located overseas, which the destination countries may or may not have the equivalent data protection standards. We will take steps and measures to ensure that the Personal Data be securely transferred, the receiving parties have in place suitable data protection standard and the transfer is legal or lawfully permitted under the applicable laws.

## **5. HOW LONG WILL WE RETAIN PERSONAL DATA**

We will retain the Personal Data for as long as is reasonably necessary to fulfil purposes for which we obtained them and to comply with the relevant laws and regulations. However, we may have to retain the Personal Data for a longer duration, as required by the applicable laws.

## **6. COOKIES AND HOW THEY ARE USED**

Cookies are specific data used for your computer when you visit website. Cookies will collect or track information relating to your use of the website which will be used to analyze trends, administer our websites, track users' movements around the websites, or to remember users' settings. Some types of cookies are necessary because without them, the site would not be able to function properly while other types of cookies will help us improving your experience on the website, adjusting contents according to your needs and making your website browsing more convenient as such type of cookies will remember the users (in a secure manner) as well as your language preferences.

Usually, most internet browsers allow you to set whether or not to accept cookies. If you reject cookies, it might affect your use of the websites and without cookies the ability to use some or all of the features or areas of the websites may be limited. Please see our “**Cookie Policy**” for more details at <https://www.ucity.co.th/th/download/personal-data-protection-policy>.

## 7. DATA SECURITY

As a mean to protects personal privacy of the Personal Data, we have provided appropriate security measures, which includes administrative, technical and physical safeguards in relation to the access or the access control, to maintain the confidentiality, correctness and availability of the Personal Data against any illegal or unauthorized loss, alteration, correction, use, disclosure or access to the Personal Data in compliance with the applicable laws. In particular, we have implemented access control measures which are secured and suitable for our collection, use, and disclosure of the Personal Data. We also restrict access to the Personal Data as well as the use of storage and processing equipment by imposing access rights and rights to grant permission to access the Personal Data, manage the access to limit only authorized persons can access to the Personal Data and implement user responsibilities to prevent unauthorized access, disclosure, perception, unlawful duplication of the Personal Data or theft of device used to store or process the Personal Data. This also includes measures that enables the re-examination of unauthorized access, alteration, erasure, or transfer of the Personal Data which is suitable for the method and means of collecting, using and/or disclosing of the Personal Data.

## 8. RIGHTS AS A DATA SUBJECT

Subject to applicable laws and exceptions thereof, a data subject can exercise the following rights:

- 1) **Access:** Data subjects may have the right to access or request a copy of the Personal Data collected, used and/or disclosed by us. For privacy and security of the data subject, we may require the verification of the data subject's identity before providing the requested Personal Data;
- 2) **Rectification:** Data subjects may have the right to have incomplete, inaccurate, misleading or outdated Personal Data collected, used and/or disclosed by us be rectified;
- 3) **Data Portability:** Data subjects may have the right to obtain the Personal Data relating to them in a structured and electronic readable format, and to send or transfer such data to another data controller, provided that they are (a) Personal Data which you have provided to us or (b) if the Personal Data were collected, used and/or disclosed by us on the consent basis or to perform our contractual obligations with the data subject;
- 4) **Objection:** Data subjects may have the right to object to the collection, use and/or disclosure of the Personal Data;
- 5) **Restriction:** Data subjects may have the right to restrict our use of the Personal Data if the data subject believes that such Personal Data are inaccurate, our collection, use and/or disclosure is unlawful or such Personal Data are no longer necessary for a particular purpose;
- 6) **Consent Withdrawal:** For the purposes the data subjects have consented to our collection, use and/or disclosure of the Personal Data, data subjects may have the right to withdraw consent at any time;



- 7) **Deletion or Destruction:** Data subjects may have the right to request that we delete, destroy or anonymize the Personal Data collected, used, and/or disclosed by us unless our retention of such Personal Data is required in order to comply with a legal obligation or to establish, exercise or defend legal claims; and
- 8) **Complaints:** Data subjects may have the right to lodge a complaint to relevant government authority relating to the protection of the Personal Data if the data subjects believe that our collection, use and/or disclosure of the Personal Data is unlawful or in compliance with applicable data protection laws.

## 9. OUR CONTACT DETAILS

If data subjects wish to contact us to exercise the rights relating to the Personal Data or if there is any queries about the Personal Data under this Privacy Policy, please contact our Data Protection Officer (DPO) at:

- 1) **U City Public Company Limited**  
21 TST Tower, Viphavadi-Rangsit Road,  
Chomphon Sub-district, Chatuchak District, Bangkok 10900  
Telephone: 02-2738838
- 2) **Data Protection Officer (DPO)**  
21 TST Tower, Viphavadi-Rangsit Road,  
Chomphon Sub-district, Chatuchak District, Bangkok 10900  
Telephone: 02-2738838  
Email: dpo@ucity.co.th

This Privacy Policy shall become effective as from 14 February 2022.

*-Signed-*

(Ms. Soraya Satiangoset)

Director