

Privacy Policy

Premier Food And Machinery Company Limited and Affiliates

Premier Food And Machinery Company Limited and Affiliates (the “Company”) has established and disclose this Privacy Policy (“Policy”) as its approach to explain how we collect, use or disclose personal information of our existing customers, prospective customers, and directors, representatives, attorneys, or persons acting on behalf of existing juristic person customers or prospective juristic person customers and how we protect personal information and properly handle such information according to the Personal Data Protection Act B.E. 2562 (“PDPA”).

We regularly review and, if appropriate, update this Policy from time to time to ensure that your personal information is properly protected. In case of any significant update to this Policy, we will inform you through the appropriate channel(s).

1. Personal information we collect

1.1 What is personal information?

Personal information means any information relating to an individual, which enables the identification of such individual, whether directly or indirectly, but not including the information of the deceased persons in particular.

1.2 Personal information we collect

We collect several types of personal information, including:

- Identity Data (for example, name, surname, identification card number, passport number, birthdate, gender, age, nationality, marital status, photos, and in some cases we may process sensitive data such as health data, disability data, race, religion only with your explicit consent or when permitted by law)
- Contact Data (for example, address, telephone number, e-mail)
- Social Media Contact Data (for example, LINE ID, Facebook account)
- Financial or Transaction Data (for example, bank account number, credit card number, transactions related to our products or services, customer code)
- Communication Data (for example, images or voice recordings when communicating with us)
- Information on participating in activities held by us (for example, static images or videos)
- Geolocation Data (for example, IP address or GPS Location)

1.3 Sources of information

We may collect your personal information from various sources as follows:

(a) Collect information directly from you, for example:

- When you contact us to inquire our products or services information
- Procedures for applications for purchasing our products or using our services, taking steps as per your request prior to entering into a contract, contract signing, form filling, questionnaires, registrations or submission of claims or requests for exercising your rights
- Your communication with us via our contact channels, for example, telephone, e-mail, LINE, Facebook Messenger, etc.
- Information on participating in activities held by us, for example, static images or videos
- Automatic data storage system, for example, when you use our website or application, etc.

(b) Collect information from other sources, for example:

- Our customers, agents or service providers
- Our group companies
- Government authorities or other publicly available sources such as company website, information made available on the internet or social media platforms, for example, Facebook, etc.

2. Purposes of Collection, Use or Disclosure of Personal Information

We collect, use or disclose your personal information for various purposes depending on relationship between you and the Company as follows:

- 2.1 To consider entering into an agreement or to take steps as per an application in relation to our products or services or to enter into an agreement with you
- 2.2 To use products, benefits or services of the Company, to perform contractual obligations, to register for providing services in relation to products and services, payment, to receive or deliver the information or documents between you and the Company including to comply with our internal procedures
- 2.3 To manage our relationship with customers, for example to communicate with you on any information about our products and services, to manage your complaint, etc.

2.4 To inform any information or notifications to you about products or services that you have with us including other products or services of the Company, to inform benefits, sales promotion, marketing activities, any activity and project invitation of the Company and to communicate about such activity and project including to offer our products or services

2.5 To register activity registrations, campaigns, offers, sales promotions, reward or gift registrations or any benefits which are operated by the Company, affiliates or third parties, for example, lucky draw, prize trivia quizzes, trainings, seminars, or tours, etc., including any procedures relating to the aforesaid activities

2.6 To survey your satisfaction with our products and services and to analyze your interests including your spending or service using records in order to evaluate, manage, improve, research, conduct planning, and develop our products, services and sales promotions to better suit your needs

2.7 To conduct business planning, reporting and forecasting

2.8 To manage risks and undertake internal audit and administration, for example, to prevent fraud or undertake detection, to investigate requests for use of our internal information systems

2.9 To comply with laws, regulations, orders, legal requirements and obligations of the Company, or to report or disclose information to government authorities as required by laws, for example, Department of Livestock Development, Department of Fisheries, Revenue Department, or upon receiving an order or a writ of attachment from police officers, government authorities, courts, or other competent authorities, to undertake detection and investigation under legal procedures and other regulations including to establish, comply or exercise the rights to legal claims or defend against the rights to legal claims

2.10 To monitor security in our buildings or premises including I.D. card deposit before accessing such areas and to record images of those who contact us at our buildings and premises via Closed-Circuit Television (CCTV)

2.11 To assign rights, obligations and any benefits under a contract between you and the Company which have been done legally, for example, merger or transfer of the contract

3. Data Retention Period

We retain your personal information for as long as is considered necessary for the purpose for which it was collected, used or disclosed as set out in this Policy. The criteria used to determine our retention periods include: we retain the personal information for the duration we have an ongoing relationship with you; or we may retain the personal information for a longer period as necessary to comply with applicable laws, or to be in accordance with legal prescription, or to establish, comply with or exercise the rights to legal claims or defend against the rights to legal claims, or to comply with, for any other cause, our internal policies and regulations.

4. Data Disclosure

We may disclose your personal information in certain circumstances, for the purposes set out in this Policy, to

4.1 Subsidiaries, affiliates and any related companies for business purposes, internal management, offering for sale of products and services which you may be interested in, including undertaking any other activity as set out in this Policy.

4.2 Agencies, contractors/sub-contractors and/or service providers for their implementation and procedures, for example, carriers, document storage and destruction service providers, printing house, marketing agency, IT development and maintenance service providers, travel agencies, travel and accommodation service providers, payment and payment system service providers, call center service providers, auditors, lawyers, tax and legal advisors, and any consultants.

4.3 Government authorities, supervisory authorities or other authorities as stipulated by laws, including competent officials.

4.4 Our business partners or other third parties as per your consent or contractual requirements or legal requirements, as the case may be.

4.5 The assignee of the rights, duties, and any benefits from the Company, including any persons who are assigned by the aforesaid assignee to act on its behalf, for example, in the case of organizational restructuring, merger or acquisition, etc.

5. International Transfer of Personal Data

In some cases, we may transmit or transfer your personal information to the Company databases which are operated and managed on Cloud Servers in foreign countries. In such case, the Company shall provide adequate protection and security measures and comply with the PDPA.

6. Lawful Basis for Processing of Personal Data

The Company only processes your personal information as it is necessary for the scope set out in this Policy, as follows:

- Where we obtain your consent (as required by law)
- To take steps at your request prior to entering into a contract and to perform contractual obligations between you and the Company;
- Where it is necessary for legitimate interests of the Company or any other persons or juristic persons, except where such interests are overridden by fundamental rights of your personal information;
- To comply with laws to which the Company is subjected;
- Where it is necessary for preventing or suppressing a danger to a person's life, body or health;

– To perform the Company’s duties for a task carried out in public interest or to perform duties for the exercising of official authority vested in the Company (if any).

In the case where the Company processes your sensitive personal information, the Company shall duly obtain your explicit consent, unless the explicit consent is not required by law.

In the case where the personal information collected by the Company as stated above is necessary for the Company’s compliance with applicable laws or performance of contract. If you do not provide us with such necessary personal information, the Company may be subject to legal liabilities; and/or may not be able to provide you with our products and services; and/or may not be able to manage or administer the contract or give any convenience for you.

7. Your Rights as a Data Subject

According to the PDPA, you have certain rights relating to your personal information as follows:

7.1 Right to Withdraw Consent

You have the right to withdraw consent given to us for collecting, using or disclosing your personal information at any time, unless there is a restriction of the withdrawal of consent by law or the contract which gives benefits to you.

However, the withdrawal of consent shall not affect the processing of personal information you have already given consent to the Company legally.

7.2 Right to Access

You have the right to request access to and obtain copy of your personal information, which is under our responsibility, including to request the disclosure of the acquisition of the personal information obtained without your consent.

7.3 Right to Data Portability

Where the Company arranges your personal information to be in the format which is readable or commonly used by ways of automatic tools or equipment, and can be used or disclosed by automated means, you have the right to receive your personal information and are also entitled to send or transfer your personal information in such formats to other data controllers stipulated by law.

7.4 Right to Object

You have the right to object to the collection, use or disclosure of your personal information on grounds stipulated by law.

7.5 Right to Erasure

You have the right to request the Company to erase, destroy or make your personal information become unidentifiable data on grounds stipulated by law.

7.6 Right to Restriction of Processing

You have the right to request the Company to restrict the use of your personal information on grounds stipulated by law.

7.7 Right to Rectification

You have the right to request the Company to modify your personal information to be accurate, up-to-date, complete, and not misleading.

7.8 Right to File a Complaint

You have the right to file a complaint to a competent official under the PDPA anytime the Company violates or does not comply with the PDPA.

8. Personal Data Protection Security Measures

The Company implements appropriate and strict security measures for preventing unauthorized or unlawful loss, access to, use, alteration, correction or disclosure of personal information.

In the case where the Company assigns any third party to process your personal information pursuant to the instructions given by or on behalf of the Company, the Company shall appropriately supervise such third party to ensure your personal information protection in accordance with the PDPA.

9. Contact information

If you have any questions or inquiries about the protection of your personal information, collection, use or disclosure of your personal information, or exercise of your rights, or have any claims, please contact us at:

Premier Food And Machinery Company Limited

Address: No.14,16 Soi Rama 2 Soi 10, Chom Thong Dist., Bangkok 10150

Tel: 0-2476-6901

E-mail: h.norapol@pfm.in.th

10. Link to Third Party Websites via our Website

This Policy applies to the sales of products or provision of services and use of our Website only. When you link to third party websites via our Website, the personal information protection shall be in accordance with the Privacy Policy of such third party websites which are not related to the Company.