

Updated 10 February 2022

SUNMI TH Official Website Privacy Policy

Sunmi TH Co., Ltd. (hereinafter referred to as “SUNMI TH” and “We” registered address: 86/125 Muntana4 Village Kanjanapisek Road Dokmai Prawet Bangkok 10250) is the operator of the website “SUNMI TH (www.SUNMITH.com)”.

We attach great importance to the protection of personal information and privacy of our users (“You”). When you log in and use the SUNMI TH Website, we will collect, use, store and share your personal information. In order to make you informed of our processing of your personal information, we have prepared the SUNMI TH Official Website Privacy Policy (“Privacy Policy”) and promise to process your personal information in strict accordance herewith.

We hereby remind you of the following matters:

Before log in to the SUNMI TH Website, please carefully read this Privacy Policy and fully understand the terms and conditions, including but not limited to the terms and conditions that exclude or limit our liabilities. You know and confirm that by clicking “Agree” and using the SUNMI TH Website, you agree to our processing of your personal information in accordance with this Privacy Policy.

I. What Personal Information we collect

During your use of the SUNMI TH Website, we collect and use your personal information in the following ways in order to provide you with our products or services, optimize the quality of our products or services, and ensure the safe and stable operation of our products or services:

The data we collect :

- Personal Information
- Contact Information
- Digital Information
- Other Information

II. The purpose of the personal information we collect

1. Guarantee of the security and reliability of the services

In order to ensure the security and reliability of the services, we collect your browser type, language used, browsing history, visit date and time, method of accessing the network, network quality data, and service log information for the purpose of securing the services and the operations of the website. If you do not agree to our collection of such information, we will not be able to guarantee the security of the website during your visit.

2.Customer services

When you send us complaints, suggestions or feedback through our feedback system, we may collect your correspondence or call records with us, the contact information you provide, the information you provide to prove the related facts, in order to contact you, help you solve the problem as soon as possible or record the solutions and results of the relevant issues. If you do not provide the above information, your complaints, suggestions and feedback may not be timely and effectively handled, but the normal use of our services will not be affected.

- To access the address to deliver the product for customers who online shopping
- To access the tracking of the delivered product
- To access the payment of the product in www.sunmith.com
- To send the marketing and promotional offer to the customers
- For the development of the user of www.sunmith.com
- To study the behavior of customers using website www.sunmith.com in order to improve the quality of the website

III. How We Protect Your Personal Information

We attach great importance to the security of users' personal information. For this reason, we have adopted industry-standard data protection technologies and measures, such as network isolation, data encryption, and employee access control. Please be aware that no system or network is completely secure even though we have taken reasonable measures to protect your information. We assume no responsibilities for any risk, loss or damage arising out of or in connection with such circumstances.

After an unfortunate occurrence of any personal information security incident, we will inform you, in accordance with the requirements of laws and regulations, of the basic situation of the security incident and the possible impacts, the disposal measures we have taken or will take, the advice on your own risk prevention and mitigation, the remedial measures for you, etc. We will inform you about the incident by email, letter, telephone, push notification and other means. If it is difficult to inform the owner of

personal information one by one, we will make announcements in a reasonable and effective way. In addition, we will also report the disposal of the personal information security incident in accordance with the requirements of the regulatory authorities.

IV. How We Store , Share, Transfer and Publicly Disclose Your Personal Information

1. Storing

We keep your personal information for the minimum period required for the purposes stated in this policy and as required by laws and regulations. After the mentioned period expires, we will delete or anonymize your personal information. We store your personal information in Thailand. If your personal information is required to be transferred outside of Thailand, we will ask for your consent separately and comply with the relevant legal requirements.

2. Sharing

We will not share your personal information with any company, organization or individual unless:

- We have your express prior consent or authorization, or you have requested us to share your personal information with third parties by email or otherwise.
- Such sharing is made in accordance with applicable laws and regulations, or in accordance with mandatory requirements of governmental authorities.

3. Transfer

We will not transfer your personal information to any company, organization or individual. However, if any merger, acquisition or bankruptcy liquidation involves the transfer of personal information, we will inform you about it and require the new company or organization holding your personal information to continue to be bound by this policy, or we will require the company or organization to obtain your new consent.

4. Public disclosure

Unless otherwise agreed herein or expressly required by law, we will not publicly disclose your personal information.

5. Exceptions

In addition, we may share, transfer, and publicly disclose your personal information without your prior consent in accordance with relevant laws and national standards in the circumstances:

- Related to the performance of our obligations under the laws;
- Directly related to national security and national defense security;
- Directly related to public safety, public health, and major public interests;
- Directly related to criminal investigation, prosecution, trial and sentence enforcement;
- Related to protection of lives, properties, and other significant legitimate rights and interests, but it is difficult to obtain the consent of the personal information owners;
- Where the personal information is disclosed to the public by the owners.
- Where the personal information is collected from lawful public disclosures, such as lawful news reports, government information disclosures and other channels.

V. How Third-Party Products or Services Obtain Your Personal Information

For the purpose of providing you with richer and more complete functions, we may use the third-party software development kits (SDKs) described below to provide you with our services. The specific information collected and used by the SDKs are governed by the privacy policies or relevant statements of the SDK operators.

- SDK Name
- HOLLYCRM
- SDK Purpose
- Customer Service
- Information Collected by SDK
- Chat Records and Messages
- Privacy Policy Link
- Website Link: <https://www.hollycrm.com/>

VI. Cookie Policy

1. What is Cookies

Cookies are text files which are stored on a user's computer and/or communication devices that you use, such as tablets and smartphones, via a web browser while you enter the Company's website. Cookies will not cause harm to your computer equipment and/or communication devices. They used to store detailed log data, internet usage or

your website visit behavior. You can learn more about cookies from <https://cookiewow.com>

2.Types of Cookies

- Necessary Cookies

Necessary cookies are required to help a website usable by enabling core functions and access to secure areas of the website. The website cannot be function properly without these cookies and they are enabled by default and cannot be disabled.

- Analytics Cookies

Analytics cookies help websites to understand how visitors interact through the website. These cookies help to improve user experiences by collecting and reporting information.

- Marketing Cookies

Marketing cookies are used to track visitors across websites to display relevant advertisements for the individual user and thereby more valuable for publishers and third party advertisers.

3.How We Use Cookies and Similar Technologies

- In order to ensure the proper operation of the website, your better visit experience, or recommendations of the content that you may be interested in, we may store small data files called cookies on your computer. In general, cookies contain identifiers, site name, numbers and characters. Cookies allow us to collect your preferences, the items in your shopping cart and other data. As the data we collect included :
 - IP address
 - Internet Platform
 - Site visited in www.sunmith.com
 - How long you use the website
 - The search history in our website including other statistic about related to the website

- We will not use the cookies for any purpose other than those described herein. You may enable or disable the cookies by following the relevant instructions in your browser settings, provided that your browser or browser add-on service allows it. For more details, please visit <https://www.aboutcookies.org/>. However, if the cookies are disabled, some functions of our website may not work properly
- We collect the cookies for analyzing the customer insight in order to improve the quality of our website and service

VII. Your Rights

According to the PDPA which aims to protect the personal data of customers, customers, as the data subject, have the right in relation to personal data:

1. Right to withdraw consent

When you give us your consent for the specific purposes, you have the right to withdraw the consent for your specific purposes at any time, unless there are restrictions on legal rights or in connection with the contract that benefits to you.

- You have the right to withdraw the consent about processing your personal data at any time that your personal data is with the Company.
- If exercise the right to withdraw consent prevents the Company from delivering products or providing some services to you, the Company will inform you about the effect of withdrawing the consent.

2. Right to access and obtain copy

You have the right to access and obtain a copy of your personal data held by us, unless we are entitled to reject your request under the laws or court orders, or if such request will adversely affect the rights and freedoms of other individuals.

3. Right to object

You have the right to object the collection, use or disclosure of your personal data in case we proceed with legitimate interests basis or for the purpose of direct marketing, or for the purpose of scientific, historical or statistic research, unless we have legitimate grounds to reject your request (e.g. we have compelling legitimate ground to collect, use or disclose your personal data, or the collection, use or disclosure of your personal data is carried out for the establishment, compliance, or exercise legal claims, or for the reason of our public interests).

4.Right to erasure

You have the right to request us to delete, destroy or anonymise your personal data, unless there are certain circumstances where we have the legal grounds to reject your request.

5.Right to restriction of processing

You have the right to request us to restrict the use of your personal data under certain circumstances (e.g. when we are pending examination process in accordance with your request to rectify your personal data or to object the collection, use or disclosure of your personal data, or you request to restrict the use of personal data instead of the deletion or destruction of personal data which is no longer necessary as you have necessity to retain it for the purposes of establishment, compliance, exercise or defense of legal claims).

6.Right to rectification

- You have the right to ask for any inaccurate personal data held or processed by us to be corrected, and any incomplete data to be completed. For those inaccurate personal data or incomplete personal data, we will investigate and correct them.
- Where a request to rectify inaccurate personal data is received, we may, in some circumstances, request you to provide proof of your identity or to provide additional documents and/or required information.

7.Right to data portability

You are entitled to request us to send or transfer your personal data to other data controllers or directly receive your personal data for some reasons. However, the right to data portability applies only to the personal data that you submit to the Company and the collection, use and/or disclose of such personal data is done with your consent or where such personal data is necessary to be collected, used and/or disclosed in order to fulfill its obligations under a contract.

8.Right to lodge a complaint

You have the right to make a complaint with the Personal Data Protection Committee or their office in the event that we do not comply with the PDPA.

VIII. How We Process the Personal Information of Minors

The services provided by the SUNMI TH Website for you are of commercial nature, and in principle we do not provide services to minors.

In the case of any personal information collected from minors with the consent of their parents or legal guardians, we will use or publicly disclose this information only as permitted by law, with the express consent of the parents or guardians, or as necessary to protect the minor.

If any facts prove that we have collected personal information from minors without prior consent of verifiable parents or legal guardians, we will attempt to delete the relevant information as soon as we are aware of it.

IX. How the Privacy Policy is Updated

This Privacy Policy may change from time to time. We will post any changes hereto on this page. We will also provide more prominent notice of material changes (we may provide specific notice of changes hereto, such as by putting a special reminder on the page you visit). We will not reduce your rights under this Privacy Policy without your express consent.

The material changes to this Privacy Policy include, but are not limited to: significant changes in service model; changes in the main recipients of personal information sharing, transfer or public disclosure; major changes in your rights to participate in the processing of personal information and how you exercise them; changes in the department responsible for personal information security, contact information and complaint channels; when the assessment report for personal information security impacts indicates high risks.

We will also keep an older version of this Privacy Policy on file for your review.

X. How to Contact Us

If you have any questions about this Policy or the protection of personal information, please contact us through:

Customer Service Hotline: (+66)2-114-7173

Customer Service Email: contact@sunmith.com

In general, we will reply within fifteen working days. If you are not satisfied with our reply, especially if you think our personal information processing behaviors have harmed your legitimate rights and interests, you can also make a complaint or report to the regulatory departments of cyberspace information, telecommunications, public security and industry and commerce.