

Company Announcement

Personal Data Protection Policy

Land and Houses Public Company Limited and its affiliates value personal data protection and has formulated a policy to comply with the laws and regulations on personal data protection according to the Personal Data Protection Act B.E. 2562 (2019). The Company has undertaken the following management actions:

1. Formulate a policy of personal data protection to advocate such protection.
2. Appoint a senior manager of IT as the Company's Data Protection Officer (DPO), supported by a working group on personal protection from various functions of the organization.
3. Define the role, duty, and responsibility of the DPO with primary duty of managing and supervising employees on the Company's personal data protection in line with the policy and practices of personal data protection and providing guidelines for decision-making on personal data protection.
4. Review and improve the protocols once a year or with significant changes under applicable laws and current situations.
5. Impose punitive measures for violation or non-compliance with the Company's regulations through disciplinary actions ranging from warning, caution, suspension of work, termination of work, and possible legal action.

Moreover, the Company educates heads of employees on data security in each department. At the same time, it has prepared a non-disclosure agreement for all employees to acknowledge and sign. It raises the employees' awareness of strictly complying with such agreement and thus prevent the Company's information leak to outsiders.

Guidelines/Measures for Personal Data Security

The Company has defined strict guidelines/measures for its customers' data security, as well as to respects customers' privacy and take actions as stipulated by laws, as follows:

1. Classify personal data as confidential information.
2. Define organizational measures and technical measures to prevent bugging, forgery, access, application, or unauthorized changes, including an IT system for data security and a policy to safeguard customers' confidentiality.
3. Require employees, temporary staff, and the Company's suppliers / outsources / service providers to be responsible for maintaining the confidentiality of customers' personal data under confidentiality agreements signed with the Company.
4. Set up a process to manage data breaches and notify customers if their personal data are breached. To this end, actions are stipulated by law.

Guidelines for the use of customers' personal data in marketing and advertisement contain the following mechanism to control personal data:

1. The Company organizes training to forge understanding and raise awareness of personal data and management of such data to prevent leaks and unauthorized use of personal data.
2. The Company determines levels of data and rights of access to data for its employees. Employees can have access to the data relevant to their roles and responsibilities only.

3. The Company may use the personal data, technical and usage data, and profile data of its customers to analyze and present products or services appropriate to customers, as well as announcing information and news and offering various privileges and promotions. Customers can opt to receive such marketing information and news through various channels.
4. Customers can refuse news from the Company by sending an email to DPO@lh.co.th. If they choose to refuse marketing information, such cancellation/refusal will not affect products or services to customers or any transactions between the customers and the Company.
5. Devise a method for complaint management. If customers have complaints about the violation of personal data, they may contact the Company. All complaints will be sent to the Data Protection Officer (DPO) to investigate and suggest appropriate rectifications or responses. The complaints received by the DPO through any of these channels will be investigated and forwarded to applicable units. All complaints will be dealt with within appropriate periods except when the DPO needs to extend such periods.

This policy of personal data protection is effective from May 11, 2023.

Naporn Sunthornchitcharoen
Chairman of the Board of Directors
& Chairman of the Executive Committee