

## Privacy Policy for online customers and website or online media users

C.U. Dent Innovation Co., Ltd. (the “Company”) values and respects your privacy rights and is strongly committed to protecting your personal data securely. The Company recognizes the importance of and its obligations under the Personal Data Protection Act B.E. 2562 (2019). Therefore, this Privacy Policy has been established to apply to the personal data of online customers, website users, and online media users to inform them about the following details:

- How the Company collects personal data
- What types of data are collected
- The purpose of data processing
- How personal data is disclosed
- Measures to safeguard personal data
- Your legal rights as a data subject

### 1. Scope of the Policy

This policy applies to personal data of online customers and website users, as well as other relevant individuals associated with the Company’s online services.

### 2. Definition of Personal Data

2.1 **Personal Data** refers to any information related to an individual that can directly or indirectly identify that person, excluding information about deceased individuals.

2.2 **Sensitive Personal Data** refers to information regarding race, ethnicity, political opinions, religious or philosophical beliefs, sexual behavior, criminal records, health data, disabilities,

trade union membership, genetic data, biometric data, or any other information that could significantly impact the data subject, as defined by the Personal Data Protection Committee.

### 3. Personal Data Collected

The Company collects personal data that can directly or indirectly identify you, including:

- **Personal information** (e.g., name, surname, age, national ID number, passport number)
- **Contact details** (e.g., address, workplace, phone number, email, Line ID)
- **Device information** (e.g., IP address, MAC address, Cookie ID)
- **Other data** (e.g., website usage data, audio, images, videos, and any other information classified as personal data under the law)
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### 4. Purpose of Data Collection, Use, and Disclosure

The Company uses your personal data to improve and develop its website (<https://cudentshop.com/>), online platforms, and social media channels. This includes analyzing and processing personal data to enhance user experience through electronic means. If the purpose of data processing changes, the Company will notify you and seek your consent before implementing such changes. The Company will not use or disclose your personal data beyond the stated purposes unless prior consent is obtained.

### 5. Disclosure of Personal Data to Third Parties

The Company ensures that only authorized personnel handle personal data. Any disclosure beyond the intended purposes is strictly controlled. If personal data is shared with external entities, the receiving party must inform the Company of the purpose and must not use the data for other reasons. The Company may disclose data to:

- **Analysts** for research and development
- **Business partners** for marketing and promotional purposes
- **Legal authorities** in compliance with laws and regulations

## 6. Transfer of Personal Data Abroad

The Company may transfer personal data to external parties or servers located in foreign countries, which may have different data protection standards. Necessary measures will be taken to ensure secure data transfer and adequate protection at the destination.

## 7. Retention Period of Personal Data

The Company retains personal data for **10 years**, except when legal exceptions apply. If data collection is legally required, the Company will inform you beforehand and explain any potential consequences if consent is withheld.

## 8. Security Measures

The Company implements **technical and organizational measures** to safeguard personal data against unauthorized access, loss, destruction, or misuse. Employees, contractors, and authorized parties are obligated to comply with data confidentiality measures.

## 9. Rights of Data Subjects

You have the right to:

1. **Access** and request a copy of your personal data.
2. **Withdraw consent** for data collection, use, or disclosure.

3. **Correct** inaccurate or outdated personal data.
4. **Transfer** data in a readable electronic format.
5. **Object** to data processing.
6. **Restrict processing** in certain circumstances.
7. **Request deletion** of personal data.
8. **File a complaint** if you believe your data rights have been violated.

## 10. Contact Information

For any inquiries regarding your data rights, please contact:

**C.U. Dent Innovation Co., Ltd.**

**Address:** 34 Henri Dunant Road, Wang Mai, Pathumwan, Bangkok 10330

**Phone:** 02-218-8863, 083-979-7644