



Privacy Policy

Blue River Products Company Limited respects the right to privacy and places importance on the protection of customer personal data, shareholders, employees, stakeholders and people who are related to the company. This is to ensure as stated persons will receive their rights protection and in accordance with the personal data protection act 2019 and related laws with the following important issues:

1. Scope and Objectives

This privacy policy has the scope and purpose to protect personal data with stakeholders and people who are related to the company such as company employees, business partners, business alliances, suppliers, shareholders, creditors, debtors, consultants, service providers, people who visit websites/applications, visitors, job candidates, employees' families, beneficiaries under the life insurance policy that the company has prepared, referred person in applying for a job with the company, etc.

2. Definition

2.1 Personal data means data about an individual that enables to be identified either directly or indirectly, but does not include personal data of deceased persons

2.2 Sensitive Personal Data means personal data about race, ethnicity, political opinions, religion or philosophy, sexual behavior, criminal records, health data, disability, labor union data, genetic data, biological data (e.g. fingerprints, face scanning, etc.) or any other data that affects personal data in a similar way as announced by the personal data protection committee.

2.3 Owner of personal data means normal person whom the data can be identified, such as customers/partners, employees, etc.

2.4 Data processing means any actions of the company on personal data, including collection, usage, disclosure of personal data and deletion of personal data, update, change, destroy.

2.5 Personal Data Controller means normal person or juristic person who has the authority to make decisions about the collection, usage or disclosure of personal data, such as a government agency or private agency in general that collect and use or disclose personal data of people or customers who use the service.

2.6 Personal data Processor means normal person or juristic person who collect and use or disclosure of personal data on the order or on behalf of the company which is not a controller of personal data such as cloud services, etc.

2.7 Personal data protection officer means a person in the company who is appointed to act as a personal data protection officer in accordance with the personal data protection act 2019.

3. Personal data protection

3.1 Personal data collection will be done legally within the objective and scope by the fair methods. The company will only keep data for the period of time as necessary as required by law.

3.2 The company will notify the data's owner in order to provide electronic consent or by the other methods of the company. In the event that sensitive personal data is required to be collected, the company will explicitly request consent from the data's owner prior to the collection, except the collection

of personal and sensitive personal data that is the exceptions as specified by the personal data protection Act 2019 or other laws.

3.3 Sensitive personal data collection, the company does not collect sensitive personal data unless it is necessary and that must obtain the explicit consent from the personal data owner, except in cases where the law requires that it can be kept and collected without consent.

4. Purposes for collecting or using personal data

4.1. The company will collect or use the personal data from data subject for the company's operations benefit, to improve the operations quality in order to be more efficient and to comply with any laws or regulations that relevant to the company. The company will store and use data as long as It is necessary according to the purpose of usage that will be informed to the data owner or It is only required by law.

4.2 The Company will not take any actions different from those stated in the purpose of data collection, except these following issues.

- The new purpose of data collection has been informed and consent to the data subject.
- It is in compliance with the personal data protection act or other relevant laws.

4.3 For the purpose of access control, to prevent and suppress from life harming, body and health to the data subject or the other persons, to control and prevent disease, it is for the benefit of building security and the company's area.

4.4 For the benefit of products procurement and distribution, providing or receiving services in various forms.

4.5 For financial and tax transactions that related to the compliance of the company contract.

4.6 for the benefit of procurement, raw materials promotion, farmer's registration, employees, product sales, services providing, services receiving in various forms or other activities related.

5. Use or Disclosure of Personal data

5.1. The company will not disclose the personal data of the data subject to any persons without consent and will disclose it for the purpose as stated.

5.2. The Company may mandatory in disclosing personal data of the data subject to other parties both domestic and abroad for the benefit of the company's operations and to provide services to the data subject. By disclosing personal data to other persons, the company will ensure that persons will keep all personal data confidential and will not use it for any purposes other than the scope that is specified by the company.

5.3. The company may disclose personal data of the data subject under the rules that is prescribed by law, such as personal data disclosure to government agencies or the agencies under control by the government including the case of a request to disclose data by virtue of law.

6. Security of personal data.

6.1. The company will provide the preventive measures and properly maintain the security of personal data according to the law, policies, regulations, requirements, practices on personal data protection of the company's employees and other related parties.

6.2. The company supports and encourages employees to be knowledgeable, be aware of their duties and responsibilities in data collection, usage, storage and personal data disclosure of the data subject. The company will comply properly and effectively with the privacy policies and laws.

7. Rights of the personal data subject

Personal data subject, the rights to request the access to their personal data, the request to copy and the request to withdraw the consent, the objection to store, use and disclosure data, the request to delete, destroy and usage suspend, the request to update and appeal the information, unless it is affecting the rights and liberties of other people. This is in accordance with the personal data protection act 2019.

8. Quality of personal data

Personal data must be correct and up to date. It must not cause the misunderstanding and it must provide a channel for the owner of the personal data who can request to correct their personal data.

9. Review and change of personal data protection policies

The company will provide updates and review or amend the policies from time to time in order to comply with the legal requirements. The changes of the company's operations including suggestions and opinions from various agencies will be clearly announced from the company.

10. Personal data protection officer

The company will comply with the personal data protection Act 2019. By authorizing a personal data protection officer (DPO) to check the company's operations regarding to the collection, usage and personal data disclosure in accordance with the personal data protection act 2019 and other personal data protection laws.

11. Roles and Responsibilities

The company requires employees or agencies that is relevant to personal data collection to place importance and be strictly responsible for collecting, using and disclosing personal data in accordance with the company's personal data protection policies and practices.

11.1 Personal data controller

- Providing appropriate prevention measures to secure the personal data of the personal data subject and regularly review prevention measures in order to be effective and following due to the changed of technology.
- Taking an action to prevent the use or disclosure of personal data without consent.
- Providing for the deletion or destruction of personal data after the retention period has expired.

11.2 Personal data processor

- To operate the collection, usage and disclosure of personal data in regarding to the instructions that received from the personal data controller (DPO).
- To provide appropriate personal data security measures.
- To prepare and to maintain activities record and personal data processing.

11.3 Personal data protection officer: DPO

- To review and act on data collection, use and disclosure of data controllers and data processors.
- To maintain confidentiality of personal data.
- To co-ordinate, to handle the complaint or to request for the rights of the personal data owner who have been contacted or complaint.

11.4 Executives and supervisors have the roles, duties and responsibilities to monitor, control the agencies that take care and operate the company's privacy protection policies. To build awareness for all employees.

11.5 The company's employees have roles, duties and responsibilities as follows:

- To comply with the company's personal data protection policies, regulations, prevention measures, and other documents related to personal data protection.

- To report to the supervisor about unusual events related to the personal data protection and non-compliance with the law or the company's personal data protection policies.

This is effective from June 1, 2022 onwards.

Announced on May 25, 2022.