



Privacy Notice - Customers and Partners

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Document Revision History

Version	Date	Description of Change	Prepared – Reviewed– Approved
01	21 September 2026	Initial release	PIMS Working Team – MD – MD



02	19 October 2026	– Corporate document format applied (TH SarabunPSK, cover metadata, revision history, table of contents, approval block) – Content rebuilt from the ROPA: for each activity the personal data, purpose and lawful basis; recipients; transfers outside Thailand by provider and country; retention per activity – Coverage extended with separate sections for event attendees, suppliers and vendor contacts, and office visitors (CCTV) – Lawful bases corrected (legitimate interests s.24(5), consent s.19); Proposal and SOW preparation changed to contract; newsletters to prospects, monthly reporting and database troubleshooting removed as purposes (not recorded as controller activities in the ROPA) – Removed sections: The Company's role, Sources of Data, Security Measures, Automated Decision Making, objection statement – Blank contact fields completed with the DPO contact details; pre-publication instruction note removed – Customers: new activities Contract Management (NDA, Service Agreement, DPA) and Billing, Invoicing and Collection; LINE OA extended to profile picture, messages, images and files; authorised signatories and billing contacts added to scope; sources of personal data added – Suppliers: new activities Supplier Selection and Contract Management and Supplier Payment and Accounting (bank account details, tax ID, withholding tax); individual suppliers and authorised signatories added to scope; sources of personal data added – Recipients in all sections regrouped by category with duplicates merged (IT and cloud	DPO – MD – MD
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Version	Date	Description of Change	Prepared – Reviewed- Approved
		service providers, accounting service provider, legal advisers, banks, government agencies, authorities); DocuSign, Inc. and Make (Celonis SE) added to transfers outside Thailand where used – Contact telephone changed to 02-105-3296 and added to Your rights in all sections – Customers: new activity Partner Lead Sharing and Opportunity Registration; technology partners and vendors added as recipients and to transfers outside Thailand – Cross-border transfer wording aligned with PDPA Sections 28 and 29 and PIMS-PL-001 (adequacy, safeguards such as providers' data processing terms with standard contractual clauses, or Section 28 exceptions) – Anthropic, PBC (Claude) added to IT and cloud service providers and to transfers outside Thailand (customers and suppliers)	



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Document Approval 15



Purpose

This notice explains how DailiTech collects, uses, discloses and protects your personal data, and the rights you have under the Personal Data Protection Act B.E. 2562 (2019).

1. Customers, Prospects and Business Contacts

1.1 Who we are

DailiTech Co., Ltd. ("DailiTech", "we") is the data controller. This notice applies to contact persons of our customers and prospects (including authorised signatories and billing or accounting contacts), users of customer systems whose technical identifiers appear in monitoring logs, and participants in meetings with DailiTech. You can contact our Data Protection Officer at privacy@dailitech.com, telephone 02-105-3296, or The Parq, 6th Floor Unit, East Wing, 88 Ratchadaphisek Road, Klongtoey, Bangkok 10110, Thailand.

1.2 What we collect, why, and on what lawful basis

Activity	Personal data	Purpose	Lawful basis
Solution Design & Consulting	Full name, position, company, email address, telephone number	Analyse requirements, design AWS architectures and provide best-practice consulting to customers	Contract (PDPA s.24(3))
Proposal & Statement of Work (SOW) Preparation	Full name, email address	Prepare commercial proposals and statements of work for prospects and customers	Contract (PDPA s.24(3)) – steps taken at the data subject's request before entering into a contract
Contract Management (NDA, Service Agreement, DPA)	Full name, position, signature of authorised signatories and witnesses; copy of ID card or passport of authorised signatories; company affidavit (directors' names); power of attorney; email address, telephone number	Prepare, review, negotiate, sign and keep contracts with customers, including review by external legal advisers and electronic signature through DocuSign (integrated with Make)	Contract (PDPA s.24(3)); legitimate interest (PDPA s.24(5)) for representatives and witnesses of juristic persons; legal obligation (PDPA s.24(6)) for record keeping



Activity	Personal data	Purpose	Lawful basis
Billing, Invoicing and Collection	Billing contact name, position, email address, telephone number, billing address; tax ID (individual customers); invoice and payment details; user accounts on customer supplier portals	Issue quotations, invoices and tax invoices, submit invoices through customer supplier portals, follow up and receive payments, and keep accounting and tax records	Contract (PDPA s.24(3)); legal obligation (PDPA s.24(6)) – Revenue Code and Accounting Act
Partner Lead Sharing and Opportunity Registration	Contact name, position, company, email address, telephone number, opportunity and project details	Share customer and prospect contacts with technology partners and vendors for lead generation, opportunity registration, co-selling, funding programmes, quotations and resale	Legitimate interest (PDPA s.24(5)), with the right to object at any time
AWS Project Delivery	Full name, email address	Deploy and deliver AWS projects under the SOW: Landing Zone, migration (MGN/DMS), DR, EKS/ECS, CI/CD	Contract (PDPA s.24(3))
Incident Response & Ticket Management (JIRA Service Management)	Reporter name, email address, telephone number, incident details, system logs	Receive and resolve customer incidents 24/7 through JIRA Service Management in accordance with the SLA	Contract (PDPA s.24(3))
Customer Change Management (AWS Infrastructure)	Approver name, email address	Receive and execute change requests: EC2 sizing, security groups, routing, patching, backup configuration	Contract (PDPA s.24(3))
Monitoring & Alerting (CloudWatch / GuardDuty)	IP address, user agent, user/account ID	Monitor alarms on customer systems and respond according to runbooks 24/7	Contract (PDPA s.24(3))
Customer Communication via LINE Official Account	LINE user ID, display name, profile picture, chat messages, images and files sent via LINE OA (e.g. screenshots of incidents)	Receive incident reports, send alerts and communicate with customer contacts via LINE OA	Legitimate interest (PDPA s.24(5))
Microsoft Teams Meeting Recording (internal and customer meetings)	Participant full names, image and voice	Record Teams meetings for review, work handover and as audit evidence	Legitimate interest (PDPA s.24(5))
Corporate Email Communication (Microsoft 365 Exchange + Purview)	Name, email address	Send and receive business email with customers, suppliers and partners under DLP and sensitivity-label controls	Contract (PDPA s.24(3))



Activity	Personal data	Purpose	Lawful basis
Marketing Communication to Existing Customers	Name, email address	Send news, articles and marketing offers to existing customers, with an opt-out in every message	Legitimate interest (PDPA s.24(5))

Sources of personal data: We collect personal data directly from you and from your organisation (e.g. colleagues who name you as a contact, approver, signatory or billing contact, contract documents and company affidavits), from customer systems we manage, and from public sources such as company websites and business directories.

1.3 Who we share it with

- IT and cloud service providers: Microsoft Corporation (Microsoft 365, SharePoint), Atlassian (JIRA, Confluence), GitLab, Notion Labs, Make (Celonis SE), Airtable, Amazon Web Services (AWS), LINE Corporation (LINE OA), tldv GmbH, DocuSign, Inc., Anthropic, PBC (Claude)
- Email marketing service provider: marketing communication to existing customers
- Accounting service provider: outsourced accounting firm (invoicing, accounting and tax records)
- Technology partners and vendors: e.g. Amazon Web Services (AWS Partner Network), Anthropic, Palo Alto Networks, KDDI and other vendors or distributors – lead generation, opportunity registration, co-selling, quotations and resale; partners use the data under their own privacy policies
- Legal advisers and professional service providers: contract review
- Law enforcement agencies, regulators and courts: where required by law or court order
- Prospective acquirers or successors: in a restructuring, merger or sale of business

1.4 Transfers outside Thailand

Some of our service providers store or process data outside Thailand. We transfer data only where the destination country has adequate data protection standards, where appropriate safeguards are in place (such as the provider's data processing terms incorporating standard contractual clauses), or where an exception under PDPA Section 28 applies:

- Atlassian Pty Ltd – Australia (Atlassian cloud, Asia-Pacific region)
- Notion Labs, Inc. – United States



- Microsoft Corporation – Microsoft global cloud (data residency: Southeast Asia)
- Amazon Web Services, Inc. – Singapore (ap-southeast-1), Thailand (ap-southeast-7), United States (us-east-1)
- GitLab Inc. – United States
- LINE Corporation (LY Corporation) – Japan
- Airtable, Inc. – United States
- Make (Celonis SE) – European Union (Czech Republic)
- tldv GmbH – Germany (European Union)
- DocuSign, Inc. – European Union (DocuSign EU data centres)
- Anthropic, PBC – United States
- Technology partners and vendors outside Thailand (e.g. Amazon Web Services, Inc. – United States; Anthropic PBC – United States) – lead and opportunity data shared under the partner agreements

1.5 How long we keep it

- Solution Design & Consulting: Up to project duration + 10 years (civil limitation period)
- Proposal & Statement of Work (SOW) Preparation: Up to 3 years (not awarded) / project duration + 10 years (awarded)
- Contract Management (NDA, Service Agreement, DPA): Contract duration + 10 years (civil limitation period)
- Billing, Invoicing and Collection: At least 5 years and not more than 10 years, in accordance with the Revenue Code and the Accounting Act
- Partner Lead Sharing and Opportunity Registration: Up to 3 years (opportunity not won) / contract duration + 10 years (won)
- AWS Project Delivery: Up to project duration + 10 years, or as specified in the customer DPA
- Incident Response & Ticket Management (JIRA Service Management): Up to contract duration + 10 years, or as specified in the customer DPA
- Customer Change Management (AWS Infrastructure): Up to contract duration + 10 years; Terraform state for the project duration
- Monitoring & Alerting (CloudWatch / GuardDuty): 90 days (operational logs) / 1 year (S3 archive), or as specified in the customer DPA



- Customer Communication via LINE Official Account: Up to 2 years (LINE OA chat content, images and files and Airtable communication log)
- Microsoft Teams Meeting Recording (internal and customer meetings): Up to 5 years (internal meetings) / as specified in the DPA (customer meetings)
- Corporate Email Communication (Microsoft 365 Exchange + Purview): Up to 10 years (emails constituting contractual evidence – highest label) / 1–5 years by sensitivity label
- Marketing Communication to Existing Customers: Until the customer objects (opt-out) or after 2 years without engagement

1.6 Your rights

You have the right to access and obtain a copy of your data, data portability, objection, erasure, restriction and rectification, to withdraw consent where processing is based on consent, and to lodge a complaint with the Personal Data Protection Committee. To exercise your rights, contact privacy@dailitech.com, telephone 02-105-3296, or use form PIMS-FM-002. If you do not provide personal data needed for a contract or legal obligation, we may be unable to enter into or perform the contract or comply with the law.

2. Event Attendees

2.1 Who we are

DailiTech Co., Ltd. ("DailiTech", "we") is the data controller. This notice applies to customers, prospects and partners who register for or attend DailiTech events and seminars. You can contact our Data Protection Officer at privacy@dailitech.com, telephone 02-105-3296, or The Parq, 6th Floor Unit, East Wing, 88 Ratchadaphisek Road, Klongtoey, Bangkok 10110, Thailand.

2.2 What we collect, why, and on what lawful basis

Activity	Personal data	Purpose	Lawful basis
Event and Seminar Management	Full name, company, position, email address, telephone number, dietary restrictions (if any), photographs/video taken at the event	Organise activities, seminars and events to strengthen customer relationships and promote the company	Consent (PDPA s.19); explicit consent (PDPA s.26) for dietary restrictions



Sensitive personal data: Event and Seminar Management – dietary restrictions may reveal health or religious information. We process sensitive data only with your explicit consent or where permitted by PDPA Section 26.

2.3 Who we share it with

- IT and cloud service providers: Microsoft Corporation (Microsoft 365), Notion Labs
- Event organisers and photographers: under NDA and DPA

2.4 Transfers outside Thailand

Some of our service providers store or process data outside Thailand. We transfer data only where the destination country has adequate data protection standards, where appropriate safeguards are in place (such as the provider's data processing terms incorporating standard contractual clauses), or where an exception under PDPA Section 28 applies:

- Microsoft Corporation – Microsoft global cloud (data residency: Southeast Asia)
- Notion Labs, Inc. – United States

2.5 How long we keep it

- Event and Seminar Management: 1 year after the event (registration list) / photographs and video according to separate consent / dietary information deleted immediately after the event

2.6 Your rights

You have the right to access and obtain a copy of your data, data portability, objection, erasure, restriction and rectification, to withdraw consent where processing is based on consent, and to lodge a complaint with the Personal Data Protection Committee. To exercise your rights, contact privacy@dailitech.com, telephone 02-105-3296, or use form PIMS-FM-002. If you do not provide personal data needed for a contract or legal obligation, we may be unable to enter into or perform the contract or comply with the law.



3. Suppliers and Vendor Contacts

3.1 Who we are

DailiTech Co., Ltd. ("DailiTech", "we") is the data controller. This notice applies to contact persons of our suppliers, service providers and partners, including authorised signatories and individual suppliers (e.g. freelancers and sole proprietors). You can contact our Data Protection Officer at privacy@dailitech.com, telephone 02-105-3296, or The Parq, 6th Floor Unit, East Wing, 88 Ratchadaphisek Road, Klongtoey, Bangkok 10110, Thailand.

3.2 What we collect, why, and on what lawful basis

Activity	Personal data	Purpose	Lawful basis
Sub-processor Register and Vendor Assessment	Vendor name, contact name and email address	Record every service provider that processes customer data and perform annual security assessments	Legal obligation (PDPA s.24(6))
Supplier Selection and Contract Management	Full name, position, company, email address, telephone number; quotations; signature of authorised signatories and witnesses; copy of ID card or passport of authorised signatories; company affidavit (directors' names); power of attorney	Request quotations, select suppliers, and prepare, review, sign and keep purchase orders and contracts (NDA, service agreements, DPA), including review by external legal advisers and electronic signature through DocuSign (integrated with Make)	Contract (PDPA s.24(3)); legitimate interest (PDPA s.24(5)) for representatives and witnesses of juristic persons; legal obligation (PDPA s.24(6)) for record keeping
Supplier Payment and Accounting	Name, address, tax ID or national ID number (individual suppliers), bank account details (e.g. copy of bank book), invoices and receipts, withholding tax certificates	Verify invoices, make payments, issue withholding tax certificates and keep accounting and tax records	Contract (PDPA s.24(3)); legal obligation (PDPA s.24(6)) – Revenue Code and Accounting Act
Corporate Email Communication (Microsoft 365 Exchange + Purview)	Name, email address	Send and receive business email with customers, suppliers and partners under DLP and sensitivity-label controls	Contract (PDPA s.24(3))

Sources of personal data: We collect personal data directly from you or your organisation (e.g. quotations, contracts, invoices and supporting documents) and from public sources such as company websites and business registries.



3.3 Who we share it with

- IT and cloud service providers: Microsoft Corporation (Microsoft 365, SharePoint), Airtable, Make (Celonis SE), DocuSign, Inc., Anthropic, PBC (Claude)
- Banks and financial institutions: supplier payments
- Accounting service provider: outsourced accounting firm (accounts payable, accounting and tax records)
- Legal advisers and professional service providers: contract review
- Government agencies: Revenue Department (withholding tax filings)
- Law enforcement agencies, regulators and courts: where required by law or court order

3.4 Transfers outside Thailand

Some of our service providers store or process data outside Thailand. We transfer data only where the destination country has adequate data protection standards, where appropriate safeguards are in place (such as the provider's data processing terms incorporating standard contractual clauses), or where an exception under PDPA Section 28 applies:

- Airtable, Inc. – United States
- Microsoft Corporation – Microsoft global cloud (data residency: Southeast Asia)
- Make (Celonis SE) – European Union (Czech Republic)
- DocuSign, Inc. – European Union (DocuSign EU data centres)
- Anthropic, PBC – United States

3.5 How long we keep it

- Sub-processor Register and Vendor Assessment: Up to 10 years after the end of the relationship with the provider
- Supplier Selection and Contract Management: Contract duration + 10 years (civil limitation period)
- Supplier Payment and Accounting: At least 5 years and not more than 10 years, in accordance with the Revenue Code and the Accounting Act
- Corporate Email Communication (Microsoft 365 Exchange + Purview): Up to 10 years (emails constituting contractual evidence – highest label) / 1–5 years by sensitivity label



3.6 Your rights

You have the right to access and obtain a copy of your data, data portability, objection, erasure, restriction and rectification, to withdraw consent where processing is based on consent, and to lodge a complaint with the Personal Data Protection Committee. To exercise your rights, contact privacy@dailitech.com, telephone 02-105-3296, or use form PIMS-FM-002. If you do not provide personal data needed for a contract or legal obligation, we may be unable to enter into or perform the contract or comply with the law.

4. Office Visitors (CCTV)

4.1 Who we are

DailiTech Co., Ltd. ("DailiTech", "we") is the data controller. This notice applies to visitors to the DailiTech office area at The Parq. You can contact our Data Protection Officer at privacy@dailitech.com, telephone 02-105-3296, or The Parq, 6th Floor Unit, East Wing, 88 Ratchadaphisek Road, Klongtoey, Bangkok 10110, Thailand.

4.2 What we collect, why, and on what lawful basis

Activity	Personal data	Purpose	Lawful basis
Office CCTV	Video images	Record video in office areas for the safety of persons and property	Legitimate interest (PDPA s.24(5))

4.3 Who we share it with

- Building management and CCTV service provider: The Parq

4.4 Transfers outside Thailand

This personal data is processed and stored in Thailand only.

4.5 How long we keep it

- Office CCTV: 30 days

4.6 Your rights

You have the right to access and obtain a copy of your data, data portability, objection, erasure, restriction and rectification, to withdraw consent where processing is based on consent, and to lodge



a complaint with the Personal Data Protection Committee. To exercise your rights, contact privacy@dailitech.com, telephone 02-105-3296, or use form PIMS-FM-002. If you do not provide personal data needed for a contract or legal obligation, we may be unable to enter into or perform the contract or comply with the law.

Document Approval

Prepared by	Reviewed by	Approved by
Signature  (Sura Rodpongpun) PIMS Working Team and DPO Date 19 / 10 / 2026	Signature  (Vit Niennattrakul) Managing Director Date 19 / 10 / 2026	Signature  (Vit Niennattrakul) Managing Director Date 19 / 10 / 2026