



## Privacy Notice

This notice was last updated on 8 February 2024.

ITV Public Company Limited (hereinafter referred to as “the Company”) and Artware Media Company Limited, a subsidiary company (hereinafter referred to as “the Subsidiary”) respect your privacy and are committed to protecting your personal information in accordance with the laws. This notice is applicable to individuals who have interactions with the Company (hereinafter referred to as “you”). Please carefully read this notice as it explains how the Company processes your personal data and informs you of your various privacy rights.

### 1. Definition

The definition of terms and words used in this notice:

- (1) **“Personal Data”** refers to personal information that can directly or indirectly identify an ordinary person.
- (2) **“The Laws Regarding the Protection of Personal Data”** refers to all laws and regulations related to the protection of personal data in Thailand, including the Personal Data Protection Act, B.E. 2562 (and any future amendments).
- (3) **“Data Processing”** refers to any operation or set of operations performed on personal data, whether by automated means or not. This includes, but is not limited to, the collection, recording, organizing, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or making available in any other form, alignment or combination, blocking, erasure, or destruction of personal data.

### 2. Data Controller and Contact Channel

The Company will act as the data controller and be responsible for processing your personal data for activities held by the Company. The Company will manage the processing in accordance with the laws regarding the protection of personal data.

Moreover, this notice will also apply to the Subsidiary, which will act as the data controller for activities held by the Subsidiary.

If you have any questions regarding the processing of your personal data, please contact [Itv.pclinfo@gmail.com](mailto:Itv.pclinfo@gmail.com) or by post to

ITV Pcl., 87 M.Thai Tower, 27th Floor, All Seasons Place, Wireless Road, Lumpini, Pathumwan, Bangkok 10330.

### 3. Processing of Personal Data

The Company will process your data in accordance with the legally permissible bases. Generally, the Company will rely on bases such as performance of a contract, legitimate interests, and/or legal obligations in processing your personal data. If none of these legal bases are applicable, the Company will seek your consent before proceeding with the data processing. Multiple legal bases may be used concurrently in the Company's data processing.

The processing of your personal data by the Company, including the types of personal data processed, the purposes and legal bases for data processing, sharing and disclosing of personal data, and the duration of data retention, will vary depending on specific activities you involve and the relationship between you and the Company, as described below.



## **Shareholders and their Representatives**

The Company will receive your personal data from you as a shareholder of the Company through Thailand Securities Depository Company Limited (“TSD”), which provides securities registrar services to the Company, including maintaining the book of shareholders' registration for the Company. Additionally, TSD also provides technology services related to databases that the Company uses in managing shareholder data. Therefore, when the share of the Company is transferred to you, the Company will receive your personal data as a shareholder from TSD, which will report this information to the Company on the Book Closing Date.

The Company will retain your personal data for a period not exceeding one year from the Book Closing Date and the shareholders' meeting on each occasion or as necessary for the purposes specified. Personal data which the Company processes while you are a shareholder or a representative of the shareholders includes:

- **Personal Identity Information** such as title, name, surname, information on national identification card or passport, voice, and/or images (when you participate in shareholder meetings, your voice and images may be stored and recorded in the shareholder meeting broadcasting system, both inside the meeting room and in the surrounding areas).
- **Rights and Benefits-related Information** such as bank account information, information for exercising voting rights in shareholder meetings, documents related to the appointment of proxy, and other information related to the shareholding of a person.
- **Contact Information** such as personal or work phone numbers, mobile phone numbers, fax numbers, addresses, and email addresses.
- **Security-related Information** such as photographs, motion pictures, and non-identifying sound recordings obtained from closed-circuit cameras.

Please note that the Company does not request or process sensitive information, such as race, ethnicity, political opinions, trade union membership, beliefs in cults, religions or philosophies, sexual behavior, criminal record, health information, disabilities, genetic information, or biometric information. If any sensitive information is included in the documents you submit to the Company, the Company will redact or conceal such information.

If you find that your information is incorrect or not up-to-date, or if you wish to amend information related to shareholding, please contact TSD or your securities brokerage for assistance.

The Company is required to process your personal data for shareholder meetings, dividend payments or other benefits, verification of the rights exercised by shareholder or on behalf of shareholders (such as participating and voting in shareholder meetings, conducting stock-related transactions, etc.), as well as for communication and document delivery to shareholders. This is done in accordance with the laws and to ensure that the Company's operations are conducted accurately and completely, for the fair benefit of the Company.

The Company has no intention of processing your personal data for purposes other than those specified above. If the Company needs to process your personal data for other purposes, the Company will inform you or request your consent in accordance with the laws.

However, the Company may need to disclose your personal data as a shareholder or representative of a shareholder to government agencies or regulatory bodies (such as the Department of Business Development, the Securities and Exchange Commission ("SEC"), etc.) and/or publicly according to the criteria set by applicable laws or regulations. Additionally, the Company may disclose such information to trusted third-party service providers responsible for managing shareholder meetings, such as professional consultants, event organizers, and persons conducting activities on behalf of the Company (such as meeting system service providers).



## **Directors, Auditors, Legal Consultants and Other Business Partners**

The Company will collect information received from you or obtained from other sources, such as company affidavits, shareholder lists, government agencies, business partners, and other external parties. Personal information includes but is not limited to the following:

- **Personal Identity Information** such as name, surname, age, date of birth, job position, signature, non-identifying sound recordings, license plate number, bank account information, photographs, motion pictures, information on national identification card, passport, work permit, visa, driver's license, or other identity documents issued by the authorities (excluding sensitive information), and other information that can verify your identity.
- **Other information necessary for reviewing the conflict of interest** for example, information on shareholding in business organizations and relationships with business partners, information about membership in associations or organizations established under the laws.
- **Contact Information** such as personal or work phone numbers, mobile phone numbers, fax numbers, addresses, and email addresses.
- **Security-related Information** such as photographs, motion pictures, and non-identifying sound recordings obtained from closed-circuit cameras.
- **Sensitive Information** such as religions, ethnicity, blood type. The Company does not intend to process sensitive information. However, as such information may appear on identity documents such as identification cards or passports, the Company may conceal or request you to redact sensitive information on such documents to avoid unnecessary storage of sensitive data.

The Company will process your personal data in accordance with the law for the following purposes:

- **Business Operations:** Your identity information will be processed on legal obligations base in operations related to shareholders meetings, board meetings, registration processes, creating director registers and other documents. This may involve sharing or disclosing information to external parties and relevant agencies as required by laws, fulfilling requests made by government officials, or other operations required by laws.
- **Company Operations:** Your identity and contact information will be processed on legal obligations and performance of a contract bases so that the Company is able to operate under the Good Governance Code as stipulated by government regulatory agencies, sign agreements, conduct audits, monitor compliance with regulations within the organization, establish and enforce the Company's terms and conditions, manage internal affairs, handle complaints and internal investigations, create organizational charts, engage in business with partners, and carry out other regular business operations.
- **Your Benefit:** Your identity and contact information will be processed on legal obligations and performance of a contract bases so that the Company is able to proceed with paying compensation and benefits as determined by the Company (if any).
- **Providing Information:** Your identity and contact information will be processed on performance of a contract and legitimate interests bases so that the Company is able to communicate, respond to inquiries or feedback, and send relevant documents to you.
- **Security Purposes:** Your identity, contact, and security-related information will be processed on legitimate interests base so the Company is able to maintain its security systems, verify identities, and keep records as evidence.

If the Company cannot process your personal data for the mentioned purposes, it may impact the company's ability to fulfill legal obligations or agreements with you, and in some cases, you may not receive compensation or benefits as you should (if any).

To fulfill these purposes, the Company may share or disclose your personal data to parent companies, subsidiaries, business partners, affiliates, service providers, contractors, consultants, auditors, banks,



relevant government agencies, government or private organizations. The Company will make reasonable efforts to ensure that the recipient of such information maintains the required standards of data security as per the law.

In the event of a sale or transfer of business or any part or all of the assets of the Company, such as business acquisitions, mergers, joint investments or joint ventures, the Company may disclose your personal information to relevant parties. Additionally, the Company may disclose your personal information to recipients outside of Thailand for the aforementioned purposes from time to time. In doing so, the Company will make reasonable efforts to ensure that such disclosure complies with applicable laws.

The Company will retain your data throughout the processing period or as long as you have a relationship with the Company, and thereafter, as necessary to fulfill the mentioned purposes and this would also cover the statute of limitations that may arise in the future. Some of your personal data may appear in documents related to the Company, whether internal or held by government agencies, independent agencies, or external parties. If legal proceedings occur, your personal data may be retained until the processing is complete or the conclusion of such proceedings according to laws. After that, your personal data will be deleted or destroyed, and only parts that are required by laws will be stored.

### **Website Visitors**

When you visit the Company's website at <https://www.itv.co.th>, the Company's system will automatically collect information that may be used to identify you indirectly. This includes your IP address, the date and time you accessed the website, the geographic location from your device, and how you interacted with the Company's website, such as the website that directed you to the Company's website (the previously opened page) and the website you clicked on from the Company's website.

This information will be stored in log files in the Company's system, and the data collection in log files is crucial for the Company's legal compliance.

Additionally, the Company may need to collect other online identity information or anything else that may lead to your online identity, such as Cookie IDs, for cybersecurity and legal compliance purposes.

The Company will retain your personal information only as long as necessary. Personal information in log files, including Cookie IDs, will be stored for a minimum of ninety days from the date the data entered the Company's system, unless the Company receives instructions from authorized personnel to continue the storage, but this must not exceed two years.

There may be links on various pages on the Company's website that lead to third-party websites. When you use such links, you will exit the Company's website, and the Company is not responsible for the processing of your personal information performed by third-party websites. Therefore, it is advisable to read the privacy policies of the respective visited websites.

The Company will process your personal information only when it is necessary for the Company to maintain its website and make content and services on the website available. Generally, the Company will process your personal information after your consent has been obtained, unless processing is permitted by law, or the Company is required to process the information in compliance with the law.

The Company may share or disclose your personal information to trusted external service providers (such as web hosting service providers, software and information technology system implementation providers), relevant government regulatory agencies, and/or as ordered by the court.

The Company will store your personal information for as long as necessary for the Company's processing purposes. Your personal information in log files, including Cookie IDs, will be stored for a minimum of ninety days from the date the data entered the Company's system, unless the Company receives instructions from authorized personnel to continue the storage, but this must not exceed two years.



#### 4. Data Security

The Company has implemented appropriate security measures to safeguard your personal data against loss, unauthorized access, use, alteration, or disclosure without permission. Additionally, these measures are regularly reviewed to ensure that they remain appropriate. Access to your personal data is restricted to authorized individuals, and such authorization is granted based on a need to know basis. Individuals with such authorization are obligated to process your personal data in accordance with the Company's instructions and are responsible for maintaining confidentiality.

The Company has established procedures to address situations where there is reasonable suspicion of a personal data breach. In the event of such a breach, the Company will notify you and the relevant regulatory authorities in accordance with legal requirements.

#### 5. Your Rights

You have various rights under the data protection laws, including:

- (1) **Right to Withdraw Consent:** You have the right to withdraw your consent at any time if you have previously given consent to the Company for the processing of your data.
- (2) **Right of Access:** You have the right to access your personal data and request the Company to provide a copy of such data. You can also request the Company to disclose the sources of personal data to which you have not provided consent.
- (3) **Right to Data Transferring:** You have the right to receive your personal data held by the Company and transfer that data to another data controller, subject to certain conditions.
- (4) **Right to Object:** You have the right to object to the processing of your personal data under certain circumstances.
- (5) **Right to Erasure:** You have the right to request the deletion of your personal data under certain conditions.
- (6) **Right to Restrict Processing:** You may request the Company to suspend the processing of your personal data under certain conditions.
- (7) **Right to Rectification:** You have the right to request the Company to correct your inaccurate or incomplete personal data.

You can exercise these rights by sending an email to [Itv.pclinfo@gmail.com](mailto:Itv.pclinfo@gmail.com). The Company will process your request promptly and within 30 days from the date of receiving the request. However, the Company may verify your identity before proceeding with your request to ensure the security of your personal data.

#### 6. Right to Lodge a Complaint

If you wish to file a complaint regarding how the Company manages your data or concerns about the exercise of your rights, you can contact the Company at any time by sending an email to [Itv.pclinfo@gmail.com](mailto:Itv.pclinfo@gmail.com). Additionally, you have the right to lodge a complaint with the Personal Data Protection Committee (the competent state authority) if you believe that your personal data has been processed in violation of data protection laws.

#### 7. Revision of this Notice

The Company may periodically revise this notice. In the event of any changes, the Company will notify you by amending the modification date at the top of the notice. The revised notice will take effect from the specified date onward. If material changes have been made to this notice, the Company will inform you in accordance with legal requirements.