



Goodyear (Thailand) Public Company Limited  
 50/9 Moo 3, Paholyothin Road KM 36,  
 Klong Nueng Sub-District, Klong Luang District,  
 Pathumthani 12120, Thailand.  
 Registration No. 0107537001188  
 Tel. +66 2909 8080

บริษัท กู๊ดเยียร์ (ประเทศไทย) จำกัด (มหาชน)  
 50/9 หมู่ที่ 3 ถนนพหลโยธิน ก.ม. 36  
 ตำบลคลองหนึ่ง อำเภอคลองหลวง  
 จังหวัดปทุมธานี 12120  
 ทะเบียนเลขที่ 0107537001188  
 โทรศัพท์ 0 2909 8080

## PRIVACY POLICY FOR CUSTOMERS GOODYEAR (THAILAND) PUBLIC COMPANY LIMITED

We, Goodyear (Thailand) Public Company Limited (the “**Company**,” “**we**,” “**us**,” “**our**,” or “**ours**”), values your right in respect to your Personal Data, and we are committed to the responsible collection, use, and disclosure (“**process**” “**processing**”) of your Personal Data. We have adopted this Privacy Policy (“**Privacy Policy**”) to explain the processing of your Personal Data under Thailand’s Personal Data Protection Act B.E. 2562 (2019) (“**PDPA**”).

The Company recommends you to read and understand this Privacy Policy where it relates to you. The content of this Privacy Policy is as follows.

### 1. Application of this Privacy Policy

This Privacy Policy applies to the processing of the Personal Data of all our customers. In the case where the customer is a juristic person, the Privacy Policy also applies to any persons, which are related to the customer, including contact persons, directors, shareholders, and any representatives of the customers (“**Associated Person**”).

This Privacy Policy also applies to you as our prospective customers, who is interested in our products or services, and any persons, who access the Company’s websites, applications, or any online platforms.

### 2. Key Definitions

“**Personal Data**” means any information relating to a natural person that enables such person to be identified, whether directly or indirectly, but not including the information of a deceased person in particular.

“**Sensitive Personal Data**” means any Personal Data as described in Section 26 of the PDPA, as amended from time to time, as well as any other applicable laws and regulations, which includes Personal Data pertaining to race, ethnicity, political, religious, or philosophical beliefs, sexual behavior, criminal records, health data, disability, labor union, genetic data, biometric data, or any other data that may similarly affect data subjects.

“**PDPA**” means the Personal Data Protection Act B.E. 2562 (2019), as amended from time to time, as well as any subordinate laws issued by virtue of the PDPA.

“**PDPC**” means the Personal Data Protection Commission.

### 3. The Types of Personal Data that We Process

In general, the Company will collect and process the following types of the Personal Data:

Types of Personal Data	Details
<b>Identification and contact information</b>	Full name, date of birth, address, office telephone number, mobile phone number, email address, place of work, employment status, occupation, work position, identification card number, passport number
<b>Financial information</b>	Bank account number, bank account name
<b>Corporate related information</b>	The information appearing in the corporate documents of a juristic person, e.g., Company Affidavit, List of



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Types of Personal Data	Details
	Shareholders, Memorandum of Association, VAT Certificate, Bank Statement, Power of Attorney, and other documents (if any)
<b>Product/Service related information</b>	The information in respect to your purchase of the Company's products and the use of our services, e.g., purchase history, order information, order confirmation.
<b>Information collected when you visit our premises</b>	Voice records, images, and motions collected via the installed CCTV when you enter our premises.
<b>Transactional information</b>	Any information, which is required in order to enter into an agreement between the Company and you or your company, such as information on on-boarding forms and specific requirements from the customers, which may be related to a person.
<b>Website related information</b>	Cookies, IP address, interactions with our websites/application, log-in information, and other information, which is related to the use of our website/application.
<b>Sensitive Personal Data</b>	<p>In the case where the Company collects a copy of Thai identification card, which contains religion and/or blood type data, which are considered as Sensitive Personal Data under the PDPA.</p> <p>In this regard, the Company does not have an intention to collect or process such Sensitive Personal Data, which is appeared on the copy of your Thai identification card, i.e., religion and/or blood type. We therefore require you to omit, blind or cross out the information about religion and/or blood type, before surrendering/providing a copy of the Thai identification card to the Company, unless the copy of the Thai identification card is to be passed to local authority (ies) as required by law or such authority (ies).</p> <p>In the case where the full copy of the Thai identification card is collected, whereby the Sensitive Personal Data still appears on such Thai identification card, the Company may, at any time, blind or cross out the information about my religion and/or blood type from such document in order to comply with the PDPA that requires the Company to collect personal data to the extent that is necessary and relevant for its business operations.</p>
Information as required by law	Any information required by the applicable laws, which the Company have to comply with. In this case, we will notify you if we need to collect certain Personal Data from you.



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Types of Personal Data	Details
Legal claim related information	Any information, which may be necessary for the Company to establish, exercise, comply, or defense any legal claims. In this case, we will notify you if we need to collect certain Personal Data from you.

In the case where the Company will collect the Personal Data other than those prescribed in this Privacy Policy, the Company will inform you about the collection or the processing of the Personal Data and may request for your consent (if required), in accordance with the conditions prescribed by the PDPA.

**4. The Source of the Personal Data**

In general, the Company collects the Personal Data from the following sources:

- (a) Collect the Personal Data directly from you through various channels, which are as follows:
  - through communications between you and our personnel;
  - through the CCTVs; and
  - through our websites, applications, and social media platforms.
- (b) From other sources or third parties, such as our dealers, distributors, or retailers.

In the case you provide the Personal Data of any other persons to us, you warrant that you have informed such person about the processing of his/her Personal Data by the Company as explained in this Privacy Policy. In addition, if the consent for the processing of the Personal Data is required, you agree to assist the Company in obtaining the valid and enforceable consent from such person in accordance with the requirements prescribed in the PDPA.

**5. Purposes for Processing your Personal Data**

In general, we will process your Personal Data only in the case the Personal Data is necessary for the operation of our business and relevant purposes, which are, for example, as follows:

Purposes	Details
To enter into a contract or establish a legal relationship between the Company and you	<p>Your Personal Data is necessary for the Company to enter into an agreement with you. For example, we process the Personal Data to provide quotations to customers. In the case of the corporate customer, only the Personal Data of contact person of the customer will be processed.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Identification and contact information</li> <li>• Financial information</li> <li>• Corporate related information (in the case of corporate customers)</li> <li>• Product/Service related information</li> <li>• Transactional information</li> <li>• Sensitive Personal Data, i.e., religion and/or blood type data in the Thai identification card (if required)</li> </ul>

Purposes	Details
	<p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Contractual Necessity (Proceed with your request to enter into a contract)</li> <li>• Legitimate interest (i.e., in the case where the Company is the one who approach the customer for entering into a contract, and in the case of the corporate customer, and the Company needs to process the Personal Data of its Associated Person)</li> <li>• Explicit consent (for the processing Sensitive Personal Data)</li> </ul> <p><b><u>Remark:</u></b> For individual customers - If you do not provide any Personal Data that is necessary for entering into the contract, we may be unable to enter into the contract with you.</p>
<p>To perform rights and obligations under a contract or within the legal relationship between the Company and you</p>	<p>After entering into a contract, the Company may need to process your Personal Data to perform its rights and obligations under the contract, e.g., to provide you with the products purchased, to provide services, to proceed with the payment/repayment process, and to deliver the products. The processing of the Personal Data for these purposes also includes the provision of services through our call center.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Identification and contact information</li> <li>• Financial information</li> <li>• Corporate related information (in the case of corporate customers)</li> <li>• Product related information</li> <li>• Transactional information</li> <li>• Sensitive Personal Data, i.e., religion and/or blood type data in the Thai identification card (if required)</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Contractual obligation</li> <li>• Explicit consent (for the processing Sensitive Personal Data)</li> <li>• Legitimate interest (in the case of the corporate customer, and the Company needs to process the Personal Data of its Associated Person)</li> </ul> <p><b><u>Remark:</u></b> If you do not provide any Personal Data that is necessary for performing our obligations under the contract, we may not be able to perform our obligations as specified under the said contract (either in whole or in part).</p>

Purposes	Details
To verify a person or his/her authorization	<p>Before entering into a transaction or contract with you, whether you act on behalf of your organization or on your own interest, the Company may need to undertake a process for verify your identity and/or your authorization. The verification of a person may be conducted in various circumstances, e.g., when we provide services through our call center, when the customer register to join a marketing campaign, and when customer enters into a contract with the Company.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Identification and contact information</li> <li>• Corporate related information (in the case of corporate customers)</li> <li>• Transactional information</li> <li>• Sensitive Personal Data, i.e., religion and/or blood type data in the Thai identification card (if required)</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Legitimate interest (for the processing of the general Personal Data)</li> <li>• Explicit consent (for the processing Sensitive Personal Data)</li> </ul>
To communicate, contact, and coordinate with you	<p>The Company will need to process your Personal Data in order to communicate, contact, or coordinate with you.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Identification and contact information</li> <li>• Corporate related information (in the case of corporate customers)</li> <li>• Product/Service related information</li> <li>• Transactional information</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Legitimate interest (for the processing of the general Personal Data)</li> </ul>
To ensure safety at our branches, premises, or other properties of the Company	<p>In order to ensure safety at our branches, premises, or other properties of the Company, as well as life and body of our employees, contractors, customers, and any visitors, including you, the Company has installed CCTV cameras around our premises, whereby your pictures, videos, and sound may be recorded when you visit such locations.</p> <p>In addition, when you visit our office, factories, or premises, you may be required to identify yourself before entering our buildings.</p>

Purposes	Details
	<p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Identification and contact information</li> <li>• Information collected when you visit</li> <li>• Sensitive Personal Data, i.e., religion and/or blood type data in the Thai identification card (if required)</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Legitimate interest (for the processing of the general Personal Data)</li> <li>• Explicit consent (for the processing Sensitive Personal Data)</li> </ul>
<p>To undertake any administration and management activities within the Company and our group company</p>	<p>In operating the business of the Company, your Personal Data may be processed as part of our internal processes or of the administration and management work. For example,</p> <ul style="list-style-type: none"> <li>• to manage data for the purpose of managing, storing, recording, backing up, or destroying Personal Data;</li> <li>• to create a new customer account in the Company’s system; and</li> <li>• to manage and maintain the customer profiles and accounts.</li> </ul> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Identification and contact information</li> <li>• Financial information</li> <li>• Corporate related information (in the case of corporate customers)</li> <li>• Product/Service related information</li> <li>• Information collected when you visit</li> <li>• Transactional information</li> <li>• Website related information</li> <li>• Sensitive Personal Data (if any)</li> <li>• Any Personal Data, which the Company may collect or be disclosed with, during the provision of our products and services.</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Legitimate interest (for the processing of the general Personal Data)</li> <li>• Explicit consent (for the processing Sensitive Personal Data)</li> </ul>
<p>To undertake any analysis activities</p>	<p>In operating the business, the Company may conduct the data analytics, market analysis, or any other analysis and analytic related activities, whereby your Personal Data may be part of such activities. Such activities may include the creating of statistics concerning the provision/sale of products and</p>

Purposes	Details
	<p>services, the conducting market surveys, meta-analysis, and statistical research, and reporting or assessing our financial, sale, and work performance.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Financial information</li> <li>• Corporate related information (in the case of corporate customers)</li> <li>• Product/Service related information</li> <li>• Transactional information</li> <li>• Website related information</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Research or statistics</li> </ul>
<p>To improve, develop, and create products and services</p>	<p>The Company always wishes to improve, develop, and create products and services, which could provide the customers with the best experiences in using our products and services. For example, we may record conversation between our staffs and customers when providing services through the call center.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Financial information</li> <li>• Corporate related information (in the case of corporate customers)</li> <li>• Product/Service related information</li> <li>• Transactional information</li> <li>• Website related information</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Legitimate interest (for the processing of the general Personal Data)</li> </ul>
<p>To negotiate, plan, or undertake necessary activities in relation to restructuring of the business</p>	<p>The Company may negotiate, plan, or undertake necessary activities in relation to restructuring of the business, as well as entering into such transactions as business acquisition, merger, and sale of any part of the business.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Identification and contact information</li> <li>• Financial information</li> <li>• Corporate related information (in the case of corporate customers)</li> <li>• Product/Service related information</li> <li>• Information collected when you visit</li> <li>• Transactional information</li> <li>• Website related information</li> </ul>

Purposes	Details
	<ul style="list-style-type: none"> <li>Any Personal Data, which the Company may collect or be disclosed with, during the provision of our products and services.</li> </ul> <p><b>Lawful basis</b></p> <ul style="list-style-type: none"> <li>Legitimate interest (for the processing of the general Personal Data)</li> <li>Legal obligation (if any)</li> </ul> <p><b>Remark:</b> If you do not provide any Personal Data that is necessary for compliance with the law, which is applicable to us, we and/or you may be unable to comply with the laws, and that may affect the necessary processing of your Personal Data as well as may result in the violation of applicable law.</p>
<p>To conduct marketing activities and providing benefits</p>	<p>The Company may use your Personal Data to provide privileges, benefits, or offer sales promotions, including in collaboration with our business partners, or other business operators, as well as to conduct any other marketing activities, and sending news, updates, articles, and any marketing materials.</p> <p>The benefits include the travel packages, online marketing activities (e.g., activities on Facebook), providing of gifts, special deals or other benefits, providing fee services or products (e.g., assurance programs), and sending news, articles, promotions, special offers, and any information, which may be of your interest.</p> <p><b>Types of Personal Data Processed</b></p> <ul style="list-style-type: none"> <li>Identification and contact information</li> <li>Financial information</li> <li>Corporate related information (in the case of corporate customers)</li> <li>Product/Service related information</li> <li>Transactional information</li> <li>Website related information</li> </ul> <p><b>Lawful basis</b></p> <ul style="list-style-type: none"> <li>Legitimate interest (for certain cases, e.g., marketing activities for corporate customers and existing customers)</li> <li>Consent (for individual prospective customers)</li> </ul>
<p>To manage website, application, or any online platforms</p>	<p>To provide services through electronic communication channels via the Internet, such as to enable you to access our website content, social media platforms, or any of our services in particular, including to process your website or social media platform usage behavior in order to analyze your usage</p>



Purposes	Details
	<p>behavior, understand your preferences, customize our website or social media platforms, or to assess, operate and improve our website or social media platforms.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Identification and contact information</li> <li>• Website related information</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Legitimate interest</li> <li>• Contractual obligation</li> </ul>
To comply with laws	<p>The Company may be required to process your Personal Data for complying laws, regulations, orders, notifications, or other rules issued by authorities. For example, complying with the PDPA by fulfilling your requests in respect to your Personal Data.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Information as required by law</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Legal obligation</li> </ul> <p><b><u>Remark:</u></b> If you do not provide any Personal Data that is necessary for compliance with the law, which is applicable to us, we and/or you may be unable to comply with the laws, and that may affect the necessary processing of your Personal Data as well as may result in the violation of applicable law.</p>
To establish, exercise, comply or defend legal claims	<p>Your Personal Data may be processed as part of the establishment, exercising, compliance or defense of legal claims.</p> <p><b><u>Types of Personal Data Processed</u></b></p> <ul style="list-style-type: none"> <li>• Legal claim related information</li> </ul> <p><b><u>Lawful basis</u></b></p> <ul style="list-style-type: none"> <li>• Establishment of claims</li> </ul>

## 6. Website related processing

### Use of Cookies

#### (a) What is a cookie?

Cookies are small text files that are used to store web browser usage data and enable websites to remember user preferences.



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The cookie is also an element of data that a web site can send to your browser, which may be stored on your computer, device or system. Cookies allow us to better serve visitors to our website by offering a tailored experience.

#### **(b) For what purposes do we use cookies?**

We use cookies to, for example, provide services to you on web browsers, display website content correctly, enable our website to function, allow the exchange of information and communication between your web browser and our web server, and between the website and you, as a website user, and to remember your visits to our website through a web browser.

It is necessary for the Company to use cookies, as described above, in order to provide you with services through website. These cookies, which are used for the purpose of providing services through website, are used immediately when you access the Company's website through a web browser.

The cookies may also be used to collect the information about the profile of the Company's website visitors, their behaviors, preferences, and interest in individual products. The cookies may enable the display of ads and marketing offers, and analysis of information on your interest in the displayed materials.

You may block cookies in your browser settings, by declining either all cookies or only some types of cookies. However, please note that if you block all cookies, which include cookies that are necessary for the functioning of our website, you may be unable to access our website, in whole or in part.

Whenever you wish to withdraw your consent to the use of cookies (in the case where the consent is required), you may set your browser so that it deletes cookies from each of the web browsers that you use.

### **7. Links to Other Websites**

In cases where our website contains links to other websites, we will not be responsible for your usage of another website. In such event, we suggest that you also study and understand the conditions and terms of use of such website, and particularly those related to personal data protection.

### **8. Disclosure of Your Personal Data**

In processing Personal Data for the above purposes, it may be necessary for us to disclose your Personal Data to third parties, as follows:

- (a) to any of the Company's affiliates or group companies, both within and outside Thailand, for the purpose of internal management and administration work, to provide you with our services and/or products, to perform our contractual obligations, and for other purposes as identified in this Privacy Policy;
- (b) to third-party dealers, distributors, and suppliers, whether juristic persons or individuals;
- (c) to third-party vendors and suppliers, who provide services to the Company, such as website/application related services and systems, travel agencies, voice recording services, call center services, and etc.;



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- (d) to third-party partners or contractors, which are related to our products/services and marketing activities, such as insurance companies;
- (e) to commercial banks and financial institution or companies, in the case your products and services are related to financial supports;
- (f) to external legal counsels in the case of debt collection, legal proceedings and legal execution;
- (g) to general counsels, advisors, auditors, and other experts;
- (h) to any competent regulatory, prosecuting, tax or governmental agencies, courts or other tribunals in any jurisdiction, including the Revenue Department;
- (i) to third parties in connection with a change of ownership in the Company, or any of its assets or properties; and
- (j) to any other persons or entities to whom the Company is required to make disclosure by applicable law, or whom the Company is permitted by you or your organization to disclose your Personal Data.

## 9. The Cross-Border Transfer of the Personal Data

The Company regularly transfers, discloses, and give access of your Personal Data to its affiliates and group companies, and in certain circumstances, to third parties (e.g., service providers), located outside Thailand for processing of Personal Data mentioned in this Privacy Policy, e.g., for our internal management of data and operation of the business. The destination countries may have different data protection standards to those prescribed by the data protection authority in Thailand.

Notwithstanding that, the Company will ensure that it will protect your Personal Data by implementing adequate personal data protection standards for the transfer of your Personal Data outside Thailand, as prescribed under the PDPA.

## 10. Retention of the Personal Data

The Company retains your Personal Data for as long as is required in order to fulfil our contractual obligations, to provide our products/services to you or our customers, and to maintain relationship between you, your organization, and the Company. However, in general, the Company will retain your Personal Data for ten (10) years after the cessation of our contractual relationship, the last performance of our services, or our last communications.

We may retain your Personal Data longer than the above period, only as otherwise permitted or specified by the applicable law.

## 11. Your Rights to Personal Data

You have the following rights with respect to your Personal Data:

- (a) To withdraw your consent, or to request a change to the scope of your consent;
- (b) To request that we confirm to you whether we have in possession any Personal Data that is related to you, to access or to obtain a copy of any such Personal Data, to request information about how we have processed or are processing your Personal Data, and



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to request that we disclose the source(s) of your Personal Data which has been obtained without your consent;

- (c) To request that we correct any Personal Data that is related to you;
- (d) In certain circumstances, to request that we delete or destroy your Personal Data;
- (e) In certain circumstances, to request to object the processing of your Personal Data;
- (f) In certain circumstances, to request that we transfer your Personal Data; and
- (g) In certain circumstances, to request suspension of the processing of your Personal Data.

We reserve the right not to comply with your request if this is appropriate, and as permitted by the applicable law.

In addition to the rights above, you have the right to file a complaint in relation to our processing of your Personal Data with the expert committee, in accordance with the procedures set out in the PDPA.

As far as permitted by the applicable law and regulations, we may be entitled to charge reasonable expenses incurred in respect to handling any of the above requests.

## 12. Contact Goodyear

If you have any inquiries in relation to your Personal Data, or you would like to exercise any of your Data Subject Rights, you may contact us at:

**Goodyear (Thailand) Public Company Limited**  
50/9 Moo 3 Phaholyothin Rd. (KM. 36), Tumbol Klongnueng,  
Amphur Klongluang, Pathumthani 12120

Tel: +66 (0) 2909 8080  
Email Address: [gyth\\_dpo@goodyear.com](mailto:gyth_dpo@goodyear.com)

## 13. Changes to this Privacy Policy

The Company may amend, change, or update this Privacy Policy from time to time, whereby the Company will update the changes on its website.

In the event that the amendment, change, or update will affect the purposes for which your Personal Data has originally been collected, the Company will notify you about such changes, and obtain your consent (if required by law), prior to such changes becoming effective.

Version: 1/2022

Latest update: May 25, 2022