

Final Privacy Notice

PRIVACY NOTICE

Bangkok Startup Association — Event Attendees

Bangkok Startup Association (“BSA”, “we”, “us”, or “our”) is the data controller in respect of personal data collected from attendees of our events. This Privacy Notice explains what personal data we collect, why we use it, who we share it with, how long we keep it, and the rights you have as a data subject under the *Personal Data Protection Act B.E. 2562 (2019)* (the “PDPA”). It is provided to you under Section 23 of the PDPA.

1. Who we are

Data Controller: Bangkok Startup Association

Registered Address: No.546, Canvas Ploenchit Building, 4th, 5th Floor, Unit No. 401-402, 501-507 Ploenchit Road, Lumpini, Pathumwan

Contact for Privacy Matters: hello@bkkstartup.com

Event: The venue where we organize the event (the “Event”).

2. Personal data we collect

In connection with the Event, we collect and process the following categories of your personal data:

- **Identification and contact data:** full name, email address, telephone number.
- **Professional data:** company or organisation name, job title or position.
- **Social media identifiers:** handles, profile URLs, and publicly available profile photographs associated with such profiles where voluntarily provided by attendees during registration.
- **Audio-visual records:** photographs, audio recordings, and video recordings captured by BSA or its appointed photographers, videographers, and contractors during the Event, in which you may appear, be heard, or be identifiable.

We do not knowingly collect sensitive personal data within the meaning of Section 26 of the PDPA (such as data revealing race, religion, political opinion, health, or biometric data). Should audio-visual records inadvertently reveal such information, we will not use them in a manner that emphasises or exploits that information.

3. Purposes of processing and legal bases

We process your personal data for the following purposes and on the following legal bases under Section 24 of the PDPA. We do not rely on your consent at the venue, because this Notice is informational only; where consent is required for any purpose, it will be sought separately at registration or by other express means.

3.1 Event registration, admission, and administration

Purpose: to confirm your registration, manage admission to the venue, issue name badges, send Event-related communications (agenda updates, logistical information, post-Event materials), and respond to your enquiries.

Legal basis: performance of, or steps preparatory to, a contract to which you are a party under Section 24(3) of the PDPA; and our legitimate interest in operating the Event efficiently under Section 24(5), having considered your reasonable expectations and rights.

3.2 Internal documentation of the Event

Purpose: to maintain an internal record of the Event for accountability to our members, sponsors, and partners, and to improve future events.

Legal basis: our legitimate interest in maintaining a record of association activities under Section 24(5) of the PDPA. We have weighed this interest against your rights and freedoms and consider it proportionate.

3.3 Promotion of BSA on BSA-owned channels

Purpose: to use photographs, audio, and video taken at the Event — together with your name and professional data where they appear in speaker lists, panel introductions, or attendee acknowledgements — to promote BSA and its future activities on BSA-owned channels (BSA website, BSA social media accounts, BSA newsletters, and event recap publications).

BSA may also use publicly available profile photographs associated with LinkedIn or other social media profile URLs voluntarily provided by attendees during registration to create personalised event-related materials, including attendee posters, social media graphics, event participation announcements, and similar promotional content relating to the Event and future BSA activities. Such materials may be shared directly with attendees and published on BSA-owned channels. Attendees may object to such processing at any time in accordance with Section 8.4 of this Notice.

Legal basis: our legitimate interest under Section 24(5) of the PDPA in raising awareness of BSA and the Thai startup community. We rely on the customary expectation that audio-visual material is captured at industry events, the prominent on-site notices that recording is taking place, and the right to object set out in Section 8.4 below.

3.4 Distribution to press and third parties

We may provide audio-visual records of the Event to press, media partners, and third-party publishers for editorial coverage. Legal basis: our legitimate interest under Section 24(5) of the PDPA in publicising the Event, balanced against your rights and freedoms.

3.5 Ongoing community communications

We may add you to the BSA community mailing list and send you newsletters, invitations to future events, and information about BSA activities. This is wholly optional, and a refusal does not affect your attendance at the Event.

3.6 Legal, regulatory, and security purposes

Purpose: to comply with applicable laws and regulations, to establish, exercise, or defend legal claims, and to protect the safety and security of attendees, staff, and venues.

Legal basis: compliance with legal obligations under Section 24(6); and our legitimate interest in safety and security under Section 24(5) of the PDPA.

4. Photography, audio, and video at the venue

Photography, audio recording, and video recording will take place throughout the Event. Signage to this effect is displayed at the venue entrance and in the registration area.

If you do not wish to appear in BSA materials, you may exercise your right to object (see Section 8.4). In practical terms, we ask you to:

- inform a BSA staff member at the registration desk on arrival;
- where reasonably practicable, identify yourself to our official photographers and videographers so that you can be excluded from close-up shots; and
- position yourself away from the front rows and stage areas where close-up filming is concentrated.

We will use reasonable efforts to honour such requests. Wide-angle audience shots in which individual identification is incidental may still be captured.

5. Disclosure of your personal data

We treat your registration data (name, email, telephone, company, job title, and social media handles) as confidential to BSA. We do not sell, rent, or share this data with sponsors, partners, or other third-party controllers for their own marketing purposes.

We may disclose your personal data only to the following recipients, in each case under appropriate safeguards (including data processing agreements under Section 40 of the PDPA where they act as our processor):

- **Service providers** engaged by BSA to support the Event, including event-management platforms, email service providers, photography and videography contractors, venue operators, security personnel, and IT and cloud-hosting providers.
- **Press and media partners** only as described in Section 3.4.
- **Public authorities, courts, or regulators** where disclosure is required by law or is necessary to establish, exercise, or defend legal claims.

6. International transfer of personal data

Where our service providers or platforms (for example, email, cloud hosting, social media, or analytics tools) are located outside Thailand, your personal data may be transferred to and processed

in those jurisdictions. Where such jurisdictions have not been recognised as providing an adequate level of data protection, we will rely on appropriate safeguards under *Section 28 of the PDPA*, such as binding corporate rules or standard contractual clauses. You may request a copy of the safeguards we apply by contacting us at the address in Section 9 below.

7. How long we keep your personal data

We retain your personal data only for as long as necessary for the purposes set out in this Notice, in accordance with Section 37(3) of the PDPA:

- **Event registration data:** where you have opted in to the BSA community mailing list, retained for as long as you remain on that list; otherwise deleted within two (2) years of the Event.
- **Community mailing list data:** retained until you withdraw your consent or request deletion. We will review consent periodically and remove inactive contacts.
- **Photographs, audio recordings, and video recordings:** retained indefinitely as part of the historical record of BSA activities. Once material has been published on BSA channels or with the press, it may remain available even after deletion from our internal archives.
- **Records required for legal compliance:** retained for the period required by applicable law (typically up to ten (10) years under the Civil and Commercial Code B.E. 2535 (1992)).

8. Your rights as a data subject

Subject to the conditions and exceptions in the PDPA, you have the following rights in respect of your personal data. To exercise any of them, please contact us using the details in Section 9. We will respond within thirty (30) days of receiving your request, as required by Section 30 of the PDPA. We may need to verify your identity before acting.

8.1 Right to be informed (Section 23)

To receive the information set out in this Notice.

8.2 Right of access (Section 30)

To request access to, and a copy of, your personal data, and information about how it was obtained.

8.3 Right to data portability (Section 31)

To receive your personal data in a structured, commonly used, and machine-readable format and to have it transmitted to another controller where technically feasible.

8.4 Right to object (Section 32)

To object to our processing of your personal data where we rely on legitimate interest under Section 24(5), including processing of your image, voice, or likeness in audio-visual records taken at the Event, and processing for direct marketing. **This is the primary mechanism by which you may stop BSA from using your image or likeness.** We will cease the relevant processing unless we can demonstrate compelling legitimate grounds that override your rights.

8.5 Right to erasure (Section 33)

To request deletion or de-identification of your personal data in the circumstances set out in the PDPA.

8.6 Right to restrict processing (Section 34)

To request that we temporarily suspend the use of your personal data.

8.7 Right to rectification (Section 35)

To have inaccurate or incomplete personal data corrected.

8.8 Right to withdraw consent (Section 19, paragraph 5)

Where you have given consent (for example, by opting in to the BSA community mailing list at registration), you may withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing carried out before the withdrawal.

9. How to contact us

For any matter concerning this Notice, the exercise of your rights, or our processing of your personal data, please contact:

Bangkok Startup Association

Address: No.546, Canvas Ploenchit Building, 4th, 5th Floor, Unit No. 401-402, 501-507 Ploenchit Road, Lumpini, Pathumwan

Email: hello@bkkstartup.com

Telephone: +66 (0) 63 913 6648

10. Right to lodge a complaint

If you believe that our processing of your personal data infringes the PDPA, you have the right to lodge a complaint with the Office of the Personal Data Protection Committee under *Section 73 of the PDPA*:

Office of the Personal Data Protection Committee (PDPC)

Ministry of Digital Economy and Society, 120 Moo 3, The Government Complex Commemorating His Majesty the King's 80th Birthday Anniversary, 5th December B.E. 2550 (2007), Chaeng Watthana Road, Thung Song Hong, Lak Si, Bangkok 10210, Thailand.

Website: www.pdpc.or.th

We would, however, appreciate the opportunity to address your concerns before you approach the PDPC. Please contact us first using the details in Section 9.

11. Updates to this Notice

We may update this Privacy Notice from time to time. The current version will be made available at the Event venue (via the displayed QR code) and on the BSA website. Material changes will be communicated through our usual channels.

Effective date: 1 May 2026

Version: 1.0