

## Privacy Notice for Event Participants or Visitors

Matching Maximize Solutions Public Co. Ltd. and its group of companies, (collectively referred to as "the Group) are committed to protecting the personal data of event participants or visitors (collectively referred to as "You") in accordance with the Personal Data Protection Act 2019.

This Privacy Policy notice, is to advise that the Group is designated "Personal Data Controller" in accordance with the Personal Data Protection Act 2019 as it collects, uses, and processes your personal data.

To comply with the requirements to inform the personal data subject of the purpose of legally collecting their personal data, the period of personal data collection, disclosure of personal data, information about the Personal Data Controller, and the rights of the personal data subject in accordance with Section 23 of the Personal Data Protection Act 2019, the Group therefore has issued this notice of its Personal Data Protection Policy for event participants or visitors, to explain the nature and rationale for collecting, using, and disclosing your personal data.

Notice of this policy is in accordance with Section 23 of the Personal Data Protection Act and is announced by Matching Maximize Solutions Co. Ltd. and the companies listed in the attachment herewith, excepting any company which has already published its own policy notice under Section 23, in which case the details of that company's policy shall be in accordance with that notice.

The Group may make amendments to this notice as it deems appropriate and will announce any revisions. The notice of the Personal Data Protection Policy is effective immediately on announcement.

### 1. Personal data the Group will collect

Personal data means information about an individual that allows that individual to be identified, either directly or indirectly, but does not apply to information about deceased persons. The Group collects your personal data as follows:

#### 1.1 Personal data includes:

- (1) In the event that you participate in any event of the Group, whether it be organized by the Group, or organized by a person working for the Group, or is an activity for which the Group is a coorganiser, when you participate, or enter the venue where the activity is taking place, the Group will collect your personal data such as:

- (a) Registration and participation information, including name, surname, age, address, telephone number, email address, online chats, social media details
- (b) Images and sounds, both still and moving images, which the Group may record through photos and videos at the activity venue.
- (c) Activities or events which you participated in or registered for in the past.
- (d) Details of your payment and financial transactions in connection with the activity.

(2) In the event that you contact the Group or enter the premises of the Group, the Group may collect your personal data such as:

- (a) When you enter the premises of the Group where closed circuit cameras ("CCTV") are installed, the Group will collect video images captured by the CCTV. The Group does not collect audio data through the CCTV. The Group will install signage anywhere that CCTV is installed to inform visitors of their presence.
- (b) Records of visitors by which the Group collects personal data, such as name, surname, telephone number, email address, information recorded on Identification Cards or other means of identification, or when you enter the Group's premises in a vehicle the Group will record the vehicle's registration number.
- (c) When you use the Group's Wi-Fi services, registration may be required. The personal data collected by the Group in order to provide you with the Wi-Fi service such as name, surname, telephone number, email address, browsing history, etc.

#### 1.2 Sensitive Data includes:

- (1) It may be necessary for the Group to collect and process sensitive personal data for purposes such as:
  - (a) In some cases the Group may collect your sensitive personal data through activities or contact that are not directly related to sensitive personal information, for example requiring your Identification Card to verify your identity, which contains information such as your religion.
  - (b) Health information such as food allergies and congenital diseases which may be used for various activities.
- (2) Where it is necessary to use, the Group will only process your sensitive personal data with your express consent, or for other purposes as required by law. The Group will use its best efforts to provide adequate security measures to protect your sensitive personal data.

## 2. The Purpose of Processing your Personal Data

2.1 For the processing of any requests from you before entering into a contract, or to execute a contract to which you are a party with the Group, for example when you participate in activities of the Group or contact the Group and action is required.

2.2 For the legal interests of the Group or other persons, such as:

- (1) For the Group to manage, develop, and improve its data analysis.
- (2) To control access to the Group's premises or sites where the Group is located for the purposes of security, the prevention and detection of crimes, and as evidence in investigations whether they be internal, by government agencies, or by other organisations, in connection with the legal process.

2.3 To prevent and minimize the danger to the life, body, and health of you and other persons, including information such as emergency contacts, control and prevention of communicable diseases.

2.4 To comply with relevant laws, such as legal provisions, regulations, and orders of those with legal authority.

2.5 To carry out the Group's duties for the greater public benefit, or performing duties in the exercise of powers granted by the State.

2.6 In the event that you have given your consent, the Group will process your personal data. The Group will notify you and request your consent from time to time. You can learn more about giving consent in Section 4 of this policy notice.

## 3. Changes in the Purpose of Using Personal Data

The Group will use your personal data only for the purposes for which it was collected. In the event that the Group is required to use your personal data for other purposes, the Group will notify you as soon as possible.

## 4. Requesting Consent and the Possible Effects of Withdrawing Consent

4.1 In the event that the Group has collected and processed your personal data with your consent, you have the right to withdraw your consent at any time. This withdrawal of consent does not affect any personal data that was collected or processed before your consent was withdrawn.

4.2 If you withdraw the consent you have given to the Group, or refuse to provide some of your personal data, this may result in the Group being unable to perform some or all of the objectives outlined in this policy notice.

4.3 If you are less than 20 years of age when asked to give consent for the collection of your personal data, please provide the Group with details of your parent/guardian so that the Group may contact them to obtain consent.

#### **5. How is your Personal Data Collected?**

The Group collects your personal data through the personal information you provide to the Group when applying to participate in activities, through the Group's websites, or social media, or via telephone contact, or direct contact with the Group. The Group collects information about your use of its websites through the use of cookies, (please refer to the Cookies Policy of the website of each company within the Group).

#### **6. Disclosure of your Personal Data to Others**

6.1 The Group may disclose and share your personal data with:

- (1) Companies within the Group as listed in the attachment to this notice.
- (2) Other persons and juristic persons that are not companies within the Group ("Other Parties") for the purposes of collecting and processing personal data as specified in this policy notice, such as event organisers, related service providers, technology service providers, IT programme and system service providers, auditors, government agencies, and persons required to enable the Group to carry out the collection and processing of personal data as specified in this policy notice.

6.2 The Group requires persons receiving the information to take appropriate measures to protect your personal data and to process the personal data only as necessary, and to take the necessary steps to prevent the misuse or disclosure of personal data.

#### **7. Transfer of Personal Data Overseas**

7.1 In the event that it is necessary, the Group will transfer your personal data to companies within the Group, as listed in the attachment to this notice, that are located in foreign countries. This may be done to enable the fulfillment of the terms of a contract to which you are a party, or for your benefit to meet the terms of a contract between the Group and another person or juristic person, or for use in the execution of a request from you before entering into a contract, or to prevent or minimize danger to the life, person, or health of you or others in compliance with the law, or as is necessary for the public benefit.

7.2 The Group may keep your data on computers, servers, or cloud services provided by third parties, and may use third-party programmes or applications in the form of ready-made software or ready-made

platforms for the purpose of processing your personal data. However, the Group does not allow unrelated persons to access personal data, and will require persons accessing the data to implement appropriate security measures.

7.3 To protect your personal data that is sent overseas, the Group has established a Personal Data Protection Policy for the transmission or transfer of personal data to a Personal Data Controller or Personal Data Processor employed by a company within the Group and located overseas.

## **8. Personal Data Security**

8.1 The Group has technical security measures in place to protect your personal data that prevents that data from accidental loss, or from being accessed, disclosed, or altered unlawfully or without authorization.

8.2 The Group has implemented appropriate security measures for access to your personal data by employees, contracted parties, and third parties. The Group limits access to only persons requiring to access the information to perform their duties. In cases where a third party is processing your personal data it will be processed only in accordance with instructions of the Group. Any third party assigned by the Group to process the data has a duty to protect the information and comply with applicable personal data protection laws.

## **9. Period of Personal Data Collection**

9.1 The Group will retain your personal data for the period necessary to achieve the purposes for which it was collected, unless the law allows it to be retained for a longer period. In the event that the data retention period cannot be specified, the Group will retain the information for a period of time that may be expected in accordance with accepted standards of collection (eg. the general legally accepted period of 10 years).

9.2 In the event that the Group's closed circuit TV cameras have collected data

- (1) Under normal circumstances, your personal data may be kept for a period of up to 60 days.
- (2) Where necessary, for example when the data is required as evidence in an investigation, the prosecution of a case, or in the event that the data subject requests, the personal data may be retained for a period longer than 60 days and the Group will delete the data once the purpose for which it was collected is completed.

9.3 The Group has implemented an auditing system to delete or destroy personal data after the retention period has expired, or is no longer relevant, or is no longer necessary for the purpose for which it was collected.

9.4 In the event that the Group uses your personal data with your consent, the Group will process said personal data unless you request to withdraw your consent and the Group has completed processing your request. However, the Group will retain your personal data to the extent that necessary to maintain a record of your withdrawal of consent so that the Group may respond to your future requests.

## 10. Rights of the Personal Data Subject

10.1 According to the conditions prescribed in the Personal Data Protection Act 2019, you have the following rights:

- (1) The right to request to withdraw consent given to the Group to process your personal data.
- (2) The right to request access to, and obtain copies of, your personal data, or to have the acquisition of your personal data disclosed to you. The responsibility to meet this request rests with the Personal Data Controller
- (3) The right to send or transfer personal data in electronic form to another Personal Data Controller, as prescribed by the Personal Data Protection Act.
- (4) The right to object to the collection, use or disclosure of your personal data.
- (5) The right to request that the Personal Data Controller delete or destroy or make your personal data non-identifiable.
- (6) The right to request that the Personal Data Controller suspend the use of your personal data.
- (7) The right to request that the Personal Data Controller ensure that your personal data is correct, current, complete and does not cause misunderstandings.
- (8) The right to complain to the Personal Data Protection Committee in the event that the Group or the processor of the personal data, including employees or contractors, or the Personal Data Processor, violates or fails to comply with personal data protection laws. The Group will consider the request to exercise such right and inform the result of their consideration within 30 days of receipt of the request in accordance with the Personal Data Protection Act and related laws.

10.2 You can exercise your legal right by filling in the information in the request to exercise such right, or the request to withdraw consent, on the Group's websites. You can begin the process of exercising this right when the section of the personal data protection laws apply to the Personal Data Controller.

## 11. Information about the data controller or Personal Data Protection Officer

In the event that you have questions about the collection, use, or disclosure of your personal data, you can contact the personal data controller or Personal Data Protection Officer (DPO) via the following channels:

### 11.1 Personal Data Controller, Matching Maximize Solutions Public Co. Ltd.

Contact address: 379 Soi Sathu Pradit 19, Sathu Pradit Rd, Chong Nonsi sub-district, Yannawa district, Bangkok. Tel: 02 669 4200. Email: [dpo@mmsbangkok.com](mailto:dpo@mmsbangkok.com)

### 11.2 Personal data controllers of each Company within the Group as per the details in the attachment to this policy notice.

Announced on 1 January 2026

### Attachment

#### Companies in the Group and Data Controllers

Company and Personal Data Controllers	Contact details for Data Controllers and personal data protection officers
Matching Maximize Solutions Public Co. Ltd.  - Branch office	379 Soi Sathu Pradit 19, Sathu Pradit Rd, Chong Nonsi sub-district, Yannawa district, Bangkok.  Tel: 0-2669-4200  779/34 Pracha Uthit Rd., Samsen Nok sub-district, Huay Kwang district, Bangkok  Tel: 0-2669-4200
Gearhead Co. Ltd.  - Branch office	999 Moo 2, Bang Bo sub-district, Bang Bo district, Samut Prakan.  Tel: 0-2039-3999  779/34 Soi Pracha Uthit 23 ,Pracha Uthit Rd., Samsen Nok sub-district, Huay Kwang district, Bangkok  Tel: 0-2691-6394
The Studio Park (Thailand) Ltd.  - Branch office	999/9 Moo 2, Bang Bo sub-district, Bang Bo district, Samut Prakan.  Tel: 0-2034-5999  379 Soi Sathu Pradit 19, Sathu Pradit Rd, Chong Nonsi sub-district, Yannawa district, Bangkok.  Tel: 0-2669-4200