



# UBS PRIVACY NOTICE FOR INSTITUTIONAL / CORPORATE CLIENTS OR INVESTORS - THAILAND

## DATA PROTECTION UNDER THE THAILAND PERSONAL DATA PROTECTION ACT (PDPA)

UBS takes privacy seriously. This Privacy Notice (“**Notice**”) contains information on what Personal Data UBS (“**UBS**”, “**we**”, “**our**”, or “**us**”) collects, what we do with that information, and what rights Data Subjects have.

“**Personal Data**” is any information that relates to an identified or identifiable natural person (rather than to a legal entity, such as a company), including information about employees, directors, officers, shareholders, advisors, agents or other individual representatives (also the “**Data Subjects**”) that we may collect in the course of a relationship with an institutional / corporate client and/or investor of UBS (“**you**”).

If you are an institutional / corporate client and/or investor of UBS, please make sure that your Data Subjects are made aware of the content of this Notice and provided with a copy thereof before sharing any Personal Data with UBS.

As part of our commitment to protect your Personal Data in a transparent manner, we want to inform you in a transparent manner:

- why and how UBS collects, uses and stores Personal Data of your Data Subjects;
- the lawful basis on which Personal Data is processed; and
- what rights Data Subjects have and our obligations in relation to such processing.

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### 1 What does this Notice cover?

This Notice applies to any and all forms of use of Personal Data (“**processing**”) of employees, directors, officers, shareholders, advisors, agents or other individual representatives of corporate / institutional clients and investors of UBS in Thailand.



## 2 What types of Personal Data do we collect?

We may collect and process the following Personal Data about the Data Subjects:

- personal details such as name, identification number, date of birth, KYC documents (including a copy of your national identity card or passport),
- business contact details such as phone number physical and electronic address);
- professional information such as job title and work experience;
- details of our interactions with Data Subjects;
- voice recording and communication data;
- records of phone calls between any Data Subject and UBS; and
- to the extent permitted by applicable law, we collect also special categories of Personal Data, such as data about religious beliefs and other beliefs of a similar nature and data about alleged or proven criminal offences.

For our usage of cookies and other tracking technologies in relation to UBS websites please also refer to the UBS Website Usage and Cookie Notice available [here](#).

## 3 For which purposes do we process Personal Data and what legal basis do we rely on?

### 3.1 Purposes of processing

We always process Personal Data for a specific purpose and only process the Personal Data which is relevant to achieve that purpose. In particular, we process Personal Data for the following purposes:

- a) Client Onboarding:
  - to verify the identity of Data Subjects and assess your application. For legal and regulatory compliance checks (for example, to comply with anti-money laundering regulations, and prevent fraud), please see Section e) below.
- b) Client Relationship Management:
  - to manage our relationship with you, including communicating with you in relation to the products and services you obtain from us and from our business partners and handling customer service-related queries and complaints;
  - to help us to learn more about you as a client, the products and services you receive, and other products and services you may be interested in receiving.
- c) Product implementation and execution:
  - to provide products and services to you and ensuring their proper execution, for instance by ensuring that we can identify Data Subjects and make payments to and from your accounts in accordance with your instructions and the product terms;
  - to perform underwriting.
- d) Engaging in prospecting and business development and / or protecting and enhancing the UBS brand:
  - to evaluate whether and how UBS may offer products, services and events that may be of interest to you;
  - to contact your Data Subjects for direct marketing purposes about products and services we think will be of interest, including those offered by us, UBS Group entities, and our other business partners, and facilitating competitions and promotions.

- e) Compliance and Risk Management and / or Crime Prevention, Detection and Investigation:
- to carry out legal and regulatory compliance checks on your Data Subjects as part of the onboarding process, including to comply with anti-money laundering regulations and fraud prevention;
  - to meet our on-going regulatory and compliance obligations (e.g., laws of the financial sector, anti-money laundering and tax laws), including in relation to recording and monitoring communications, apply a risk classification to ongoing business relationships, disclosures to tax authorities, financial service regulators and other regulatory, judicial and governmental bodies or in proceedings and investigating or preventing crime;
  - to receive and handle complaints, requests or reports from you or third parties made to designated units within UBS or the UBS Group;
  - to reply to any actual or potential proceedings, requests or the inquiries of a public or judicial authority;
  - to prevent and detect crime, including fraud or criminal activity, misuses of our products or services as well as the security of our IT systems, architecture and networks.
- f) Supporting, Enhancing and Maintaining UBS's technology:
- to take steps to improve our products and services and our use of technology, including testing and upgrading of systems and processes, and conducting market research to understand how to improve of our existing products and services or learn about other products and services we can provide;
  - to analyse the results of our marketing activities to measure their effectiveness and relevance of our campaigns.
- g) Other purposes:
- for the UBS Group's prudent operational management (including credit and risk management, technological support services, reporting, insurance, audit, systems and products training and administrative purposes);
  - to enable a transfer, merger or disposal to a potential buyer, transferee, merger partner or seller and their advisers in connection with an actual or potential transfer, merger or disposal of part or all of UBS's business or assets, or any associated rights or interests, or to acquire a business or enter into a merger with it;
  - to collect data to ensure the security of buildings, the safety of staff and visitors, as well as property and information located, stored on or accessible from the premises, to prevent, and if necessary, investigate unauthorized access to secure premises (e.g., maintaining building access logs and CCTV system images to prevent, detect and investigate a theft of equipment or asset owned by UBS, visitor or staff, or threats to the safety of personnel working at the office);
  - to undertake transactional and statistical analysis, and related research; or
  - to exercise our duties and/or rights vis-à-vis you or third parties.

We use both automated (including artificial intelligence) and manual methods to process your Personal Data for these purposes. Our automated methods often are related to and supported by our manual methods. For example, our artificial intelligence systems may analyse your data to identify patterns and trends, which are usually manually reviewed and interpreted by humans.

### **3.2 Legal basis for the processing**

Depending on the purpose of the processing activity (see section 3.1 above), the processing of your Personal Data will be one of the following:

- necessary for executing a contract with you, or for carrying out our obligations under such a contract, such as when we use Personal Data for some of the purposes in Sections 3.1 a), b) and g), as well as certain of the data disclosures described in Section 5;
- required to meet our legal or regulatory obligations, such as checks and disclosures to authorities, regulators and government bodies referred to in section 3.1 e);
- necessary for the legitimate interests of UBS, without unduly affecting your interests or fundamental rights and freedoms and to the extent such Personal Data is necessary for the intended purpose. Please see below examples of legitimate interests of UBS;
- necessary for the performance of a task carried out in the public interest; or
- in limited circumstances, and as may be requested from a Data Subject from time to time, we have obtained prior consent (for instance where required by law) or processed with Data Subjects' explicit consent in the case of special categories of Personal Data such as medical information.

Examples of the 'legitimate interests' referred to above are:

- pursuing certain of the purposes in sections 3.1 a) to g) above;
- when we make the disclosures referred to in section 5 below, providing products and services and assuring a consistently high service standard across the UBS Group, and keeping our customers, employees and other stakeholders satisfied sect.; and
- meeting our accountability and regulatory requirements around the world,

in each case provided such interests are not overridden by privacy interests of the Data Subjects.

Failure to provide us with Personal Data that we need to collect to meet our legal or regulatory obligations may entail the possibility of not being able to on-board you as a client or provide products or services to you (in which case we will inform you accordingly).

To the extent UBS has obtained your consent to process ordinary Personal Data in the past for the purposes of data protection law only, UBS will no longer rely on such consent, but instead will rely on lawful grounds of compliance with a legal obligation or legitimate interests (as specified in this Notice), and UBS' ability to rely on that consent is hereby waived or extinguished. For the avoidance of doubt, any consent given for any other reason, for instance (and if applicable) direct marketing or banking secrecy, remains unaffected by this paragraph.

To the extent that we process any special categories of Personal Data relating to you, we will do so because:

- the processing is necessary for the establishment, exercise or defense of a legal claim;
- the processing is necessary for reasons of substantial public interest; or
- Data Subjects have given their explicit consent to us to process that information (where legally permissible).

#### **4 How do we protect Personal Data?**

All UBS employees accessing Personal Data must comply with our internal rules and processes in relation to the processing of Personal Data to protect them and ensure their confidentiality. We have also implemented adequate technical and organisational measures to protect Personal Data against unauthorised, accidental or unlawful destruction, loss, alteration, misuse, disclosure or access and against all other unlawful forms of processing.

#### **5 Who has access to Personal Data and with whom are they shared?**

##### **5.1 Within the UBS Group**



We usually share Personal Data with other UBS Group companies, for the purposes indicated in section 3.1, in order to ensure a consistently high service standard across our group, and to provide services and products to you. Other companies of the UBS Group may process your Personal Data on behalf and upon request of UBS.

## **5.2 Outside UBS and the UBS Group**

### **5.2.1 Third Parties**

We share Personal Data with other credit and financial services institutions, comparable institutions and to our professional advisers and consultants to perform the business relationship with you. In particular, when providing products and services to you, we will share personal data with persons acting on your behalf or otherwise involved (depending on the type of product or service you receive from us), including, where relevant the following types of companies:

- a party acquiring interest in, or assuming risk in or in connection with, the transaction (such as an insurer);
- issuers of securities (including third parties appointed by them) in which you have an interest, where such securities are held by third party banks for you;
- payment recipients, beneficiaries, account nominees, intermediaries, correspondent and agent banks (including custodian banks);
- clearing houses, and clearing or settlement systems and specialised payment companies or institutions such as SWIFT;
- market counterparties, upstream withholding agents, swap or trade repositories, stock exchanges;
- other financial institutions, credit reference agencies or credit bureaus (for the purposes of obtaining or providing credit references);
- any third-party fund manager who provides asset management services to you;
- any introducing broker to whom we provide introductions or referrals; and
- lawyers, auditors, accountants, and insurers providing legal, audit, consultancy, accounting or insurance services to us.

### **5.2.2 Service Providers**

In some instances, we also share Personal Data with our suppliers, who are contractually bound to confidentiality, such as IT hardware, software and outsourcing providers, logistics, mail, courier, printing services and storage providers, marketing and communication providers, facility management companies, market data service providers, transportation and travel management providers and others. When we do so we take steps to ensure they meet our data security standards, so that your personal data remains secure.

Where UBS transfers your data to service providers processing data on UBS behalf, we take steps to ensure they meet our data security standards, so that your Personal Data remains secure. Third party service providers are thereby mandated to comply with a list of technical and organisational security measures, irrespective of their location, including measures relating to: (i) information security management; (ii) information security risk assessment and (iii) information security measures (e.g., physical controls; logical access controls; malware and hacking protection; data encryption measures; backup and recovery management measures).

### **5.2.3 Public or regulatory authorities**

If required from time to time, we disclose Personal Data to public authorities, regulators or governmental bodies, or courts or party to proceedings, where we are required to disclose information by applicable law or regulation, under a code of practice or conduct, at their request, or to safeguard our legitimate interests.

### **5.2.4 Others:**

- A potential buyer, transferee, merger partner or seller and their advisers in connection with an actual or potential transfer or merger of part or all of UBS's business or assets, or any associated rights or interests, or to acquire a business or enter into a merger with it;



- Any legitimate recipient required by applicable laws or regulations.

### 5.3 Data transfers to other countries

The Personal Data transferred within, or outside UBS and the UBS Group as set out in sections 5.1 and 5.2, is in some cases also processed in other countries. We only transfer Personal Data abroad to countries which are considered to provide an adequate level of data protection, or in the absence of such legislation that guarantees adequate protection, based on one of the following conditions:

- the transfer is based on appropriate safeguards including enforceable rights and effective legal remedies for data subjects;
- Data Subjects have provided explicit consent to the transfer after being informed of the risks;
- the transfer is necessary for the performance of a contract between you and us or for the implementation of precontractual measures taken at your request;
- the transfer is necessary to comply with a legal obligation;
- the transfer is necessary for carrying out activities in relation to substantial public interest.

Data Subjects may request additional information in this respect and obtain a copy of the relevant safeguard by contacting the Group Data Protection Office at [dpo-apac@ubs.com](mailto:dpo-apac@ubs.com).

A list of the countries in which UBS and the UBS Group operate can be found at <https://www.ubs.com/global/en/our-firm/locations.html>.

## 6 How long do we store Personal Data?

We will only retain Personal Data for as long as necessary to fulfil the purpose for which it was collected or to comply with legal, regulatory, or internal policy requirements. To help us do this, we apply criteria to determine the appropriate periods for retaining your Personal Data depending on its purpose.

We will keep your personal data for as long as you are our customer to allow us to provide you with the services and to meet our regulatory requirements, as specified in this document.

Once our relationship with you has ended (for example, after your account has closed or following a transaction such as a payment, your application for a product is refused, or you decide not to go ahead with an application), we will only keep your personal data for a period that is appropriate, which in many cases is up to 10 years after your account closes or following a transaction such as a payment. The period we keep information for is often linked to the amount of time available to bring a legal claim, required by law or regulations, or for compliance and risk management.

We will keep your personal data after this time if we have to do so by law, if there are existing claims or complaints that will reasonably require us to keep your information, or for regulatory reasons. If we do need to keep your information for a longer period, we will continue to protect that information. However, if you wish to have your Personal Data removed from our databases, you can make a request as described below, which we will review as set out therein.

## 7 Data Subjects' rights

### 7.1 Rights of Data Subjects

Your Data Subjects have the right to access and to obtain information regarding their Personal Data that we process and a copy thereof. If Data Subjects believe that any information we hold about them is incorrect or incomplete, they may also request the correction of their Personal Data.

Data Subjects may also have the right to:

- object to the processing, use and disclosure of their Personal Data;
- request the erasure, destruction or anonymisation of their Personal Data;



- request restriction on the processing of their Personal Data;
- withdraw the consent where UBS obtained their consent to process Personal Data (without this withdrawal affecting the lawfulness of any processing that took place prior to the withdrawal).

In some circumstances as prescribed by the Thailand Personal Data Protection Committee and where applicable, Data Subjects may have the right to request their Personal Data be transferred in a generally readable or usable format to themselves or to another controller, provided that is technically feasible (the 'data portability' right).

When Personal Data is processed for direct marketing purposes, Data Subject's right to object extends to direct marketing, including profiling to the extent it is related to such marketing. Data Subjects may object to direct marketing by clicking the "unsubscribe" link in any of our emails, or by emailing us at the address indicated in section 7.2 at any time.

UBS will honour such requests, withdrawal or objection as required under applicable data protection rules but these rights are not absolute: they do not always apply and exemptions may be engaged. We will usually, in response to a request, ask you to verify your identity and/or provide information that helps us to understand your request better. If we do not comply with your request, we will explain why.

## 7.2 Exercising the rights

To exercise the above rights, please send an e-mail to [sh-ibdiso@ubs.com](mailto:sh-ibdiso@ubs.com).

If you a former employee or candidate, please send your request to [SH-HR-DATA-REQUESTS-SNOW@ubs.com](mailto:SH-HR-DATA-REQUESTS-SNOW@ubs.com).

If Data Subjects are not satisfied with how UBS processes their Personal Data, please let us know and we will investigate the concern. Please raise any concerns by contacting the Group Data Protection Office at [dpo-apac@ubs.com](mailto:dpo-apac@ubs.com). If any of the Data Subjects deems that we are not complying with any provision under the PDPA they have the right to make a complaint to the Personal Data Protection Committee.

## 8 Changes to Personal Data

We are committed to keeping Personal Data accurate and up to date. Therefore, if Personal Data of Data Subjects changes, please inform us of the change as soon as possible.

## 9 Updates to this Notice

This Notice was updated in May 2024. We reserve the right to amend it from time to time. Any amendment or update to this Notice we will make available to you [here](#). Please visit the UBS website frequently to understand the current Notice, as the terms of this Notice are closely related to you.

## 10 List of UBS entities covered by this Notice:

Entity Name	Registered Address
UBS Securities (Thailand) Ltd	2F GPF Witthayu Tower A, 93/1 Wireless Road, Lumpini, Pathumwan, Bangkok, 10330, Thailand

If you have any questions or comments about this Notice, please contact the Group Data Protection Office at [dpo-apac@ubs.com](mailto:dpo-apac@ubs.com). Contact details of the Group Data Protection Officer can be found [here](#).