

PRIVACY POLICY

The Company ("we," "us," or "our") recognizes the importance of protecting the personal data of users ("you" or "customers") who utilize our website and/or application, including our marine travel services or any related services (the "Services"). This Privacy Policy is established to explain how we lawfully collect, use, store, disclose, and/or otherwise process your personal data in accordance with the Personal Data Protection Act B.E. 2562 (PDPA) and all other applicable laws.

1. Scope of Application

1.1 Source of the Policy

This Policy applies to the collection, use, and/or disclosure of your personal data when you contact, purchase, book tours, or utilize any services offered by the Company through our website, application, social media platforms, or any other channels designated by the Company.

1.2 Acceptance of the Policy

By accessing or using our Services, you acknowledge that you have read and agree to be bound by the terms of this Privacy Policy. If you do not agree to any of the terms herein, please discontinue your use of our Services immediately.

2. Personal Data We Collect

2.1 Data You Provide Directly

- **Identification Data:** First and last name, date of birth, gender, nationality, passport number, or Thai National ID (for Thai citizens).
- **Contact Information:** Address, email address, and phone number.
- **Payment Information:** Credit/debit card number (for Visa via Omise), proof of bank transfer, and bank account details (for QR Payment).
- **Other Information:** Basic health information (where necessary for marine travel, such as allergy history, pregnancy status, or other medical restrictions).

2.2 Data Collected Automatically

- **Website Usage Data:** IP address, cookie ID, browser type, access time, visited web pages, and other usage statistics.
- **Device Information:** Device identifiers, mobile device data, operating system, and necessary configuration settings for providing the Services.

2.3 Data from Third Parties

We may obtain your information from payment service providers (e.g., Omise) or other authorized tour agents who are permitted to provide your data to us.

3. Purposes of Data Processing

We will collect, use, or disclose your personal data only to the extent necessary and appropriate within the bounds of the law for the following primary purposes:

3.1 Provision of Services and Tour Management

- Confirming bookings and issuing travel tickets.
- Coordinating travel schedules, accommodations, or marine activities.

3.2 Payment and Financial Transactions

- Verifying and confirming payments made via QR Payment and the Omise Payment Gateway.
- Preventing fraud and duplicate billing.

3.3 Communication with Customers

- Sending emails to provide booking details, notifications, updates, promotions, or other marketing activities (subject to prior consent if required by law).

3.4 Service Administration and Improvement

- Analyzing data to enhance the quality and efficiency of our Services.
- Testing systems, troubleshooting issues, and developing new features.

3.5 Security and Legal Compliance

- Verifying and authenticating identities, preventing and investigating potentially unlawful activities.
- Complying with orders from government authorities or court mandates, if any.

4. Disclosure of Personal Data

4.1 Internal Parties

Only Company officials, employees, or authorized representatives responsible for processing your personal data will have access to such data, strictly on a “need-to-know basis.”

4.2 External Parties

- **Payment Service Providers:** Such as Omise, banks, or other relevant financial institutions.
- **Logistics/Suppliers:** Travel service providers, accommodations, insurance companies (e.g., Viriyah Insurance), or local tour guides for organizing marine tours.
- **Government or Legal Authorities:** In cases of court orders, summons, or as required by law.

- **Marketing Partners:** In cases where promotions or events are jointly organized, with disclosure of data limited to what is necessary and only with your consent (if required by law).

5. Retention of Personal Data

5.1 Retention Period

We will retain your personal data for as long as necessary to fulfill the purposes stated in this Policy or as required by law. Afterward, we will erase or destroy the data in accordance with secure data destruction standards.

5.2 Security Measures

- We implement appropriate technical and organizational measures (e.g., SSL encryption, access controls, etc.) to prevent loss, unauthorized access, misuse, or unlawful alteration of your data.
- In the event of a personal data breach, we will promptly take actions as required by law, including notifying the relevant regulatory authority and any affected individuals (if applicable).

6. Your Rights as a Data Subject

Under the Personal Data Protection Act B.E. 2562, you have the following rights regarding your personal data:

6.1 Right to Access and Obtain Copies

You have the right to request access to and obtain copies of your personal data that we have collected and processed.

6.2 Right to Data Portability

You have the right to request that we transfer your personal data to another data controller (subject to legal requirements).

6.3 Right to Erasure or Destruction

You may request that we delete, destroy, or anonymize your personal data if it is no longer necessary for the purposes for which it was collected or if the retention period has expired according to law.

6.4 Right to Rectification

You have the right to request the correction of any inaccurate or outdated personal data to ensure it is accurate and does not cause misunderstandings.

6.5 Right to Restrict Processing

You may request that we suspend the use or processing of certain data under specific circumstances as permitted by law.

6.6 Right to Object to Processing

You have the right to object to the processing of your personal data in certain situations, such as for direct marketing purposes.

7. Use of Cookies

Our website may use cookies and other tracking technologies to collect information about your usage and improve your user experience. You may configure your browser to block cookies; however, some features of the website may not function properly if cookies are disabled.

8. Cross-Border Data Transfers

In certain circumstances, we may need to transfer your personal data to other countries that may have different data protection standards than Thailand. We will implement appropriate safeguards to ensure your data is protected at a level equivalent to that required by applicable laws.

9. Amendments to this Policy

We may occasionally revise or update this Privacy Policy to align with legal, technological, or service-related changes. We will notify you via appropriate channels before the new Policy takes effect.

10. Contact Us

If you have any questions, complaints, or wish to exercise your rights regarding your personal data, please contact us at:

- **Company Name:** Join Joy Tour
- **Address:** 17 Moo 3, Ao Nang Subdistrict, Mueang Krabi District, Krabi Province, 81000, Thailand
- **Email:** customerservice@joinjoutravel.com
- **Telephone:** +66 98 662 6959

We will promptly review your request and respond within the timeframe specified by law.