EAT ME RESTAURANT

PRIVACY POLICY FOR EAT ME RESTAURANT

At **EAT ME RESTAURANT** (referred to as "we", "us", or "our"), we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our restaurant, use our website, make a reservation, or interact with us. It is designed to comply with Thailand's Personal Data Protection Act (PDPA) B.E. 2562 (2019).

1. Information We Collect

We may collect the following types of personal data, which is any information that can identify you as an individual:

- **Information You Provide:** When you make a reservation, sign up for our newsletter, contact us, or provide feedback, we may ask for details such as your:
  - Name
  - Email address
  - Phone number
  - Special requests, dietary requirements, or other preferences you choose to share.
- **Information Collected Automatically:** When you visit our website, we may collect technical data such as your IP address, browser type, pages visited, and the time and date of your visit. This helps us analyze website traffic and improve your experience.
- **Cookies:** We use cookies and similar tracking technologies to enhance site functionality, remember your preferences, and gather usage data. You can manage or disable cookies through your browser settings, though this may affect some site features.
- **CCTV Footage:** We operate closed-circuit television (CCTV) cameras on our premises for security purposes only. This is to protect the safety of our guests, staff, and property, and to prevent and investigate incidents. The cameras record video footage (and may also record audio) and are operational 24 hours a day. This footage is not used for marketing or any other commercial purpose.

2. How We Use Your Information

We use the information we collect for the following purposes, relying on lawful bases under the PDPA such as consent, contract, legal obligation, and legitimate interest:

- **Reservations & Customer Service:** To process, confirm, and manage your reservations, and to respond to your inquiries or requests (Contract necessity).
- **Marketing Communications:** With your explicit consent, we may send you promotional emails about special offers, events, or news. You can opt out of these communications at any time using the "unsubscribe" link in our emails (Consent).

- **Website Improvement & Analytics:** To understand how visitors use our site, enabling us to improve our content, user experience, and services (Legitimate interest) .
- **Security & Safety:** To use CCTV footage to protect the life, health, and safety of individuals, safeguard our property, and assist law enforcement in the prevention, detection, and prosecution of crime. This is justified under the lawful bases of **vital interest** and **legitimate interest**.
- **Legal Compliance:** To comply with applicable legal obligations, such as cooperating with governmental authorities or law enforcement (Legal obligation).

3. Sharing Your Information

We do not sell or rent your personal information to third parties. We may share your data with trusted third parties who assist us in operating our business, such as:

- **Reservation & Booking Systems:** To manage table bookings.
- **Payment Processors:** To securely process payments, if applicable.
- **Email Service Providers:** To send marketing communications.
- **Analytics Providers:** To help us track and analyze website traffic.
  These service providers are contractually obligated to protect your data and only use it for the services they perform for us.

We may disclose your information to government authorities, such as the Royal Thai Police, if required by law, to assist in an investigation, or to establish, exercise, or defend legal claims.

4. Data Security and Retention

We implement appropriate technical, organizational, and physical security measures to protect your personal information against unauthorized access, loss, or alteration, as required by the PDPA.

We will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. For example:

- **Reservation Records:** We may retain reservation data for a period required for tax and accounting purposes.
- **CCTV Footage:** CCTV recordings are typically retained for a short period (e.g., 30-45 days) after which they are automatically deleted, destroyed, or anonymized, unless needed for an ongoing investigation or legal proceedings.
- **Marketing Preferences:** We will retain your data for marketing purposes until you withdraw your consent.

5. Your Rights Under the PDPA

As a data subject in Thailand, you have several rights under the PDPA regarding your personal data:

- **Access:** You have the right to request access to and a copy of the personal data we hold about you.
- **Rectification:** You have the right to request that we correct inaccurate or incomplete data.
- **Erasure (Right to be Forgotten):** You have the right to request the deletion or anonymization of your personal data.
- **Restriction:** You have the right to request a temporary restriction on the processing of your data.
- **Data Portability:** You have the right to receive your data in a structured, commonly used format.
- **Objection:** You have the right to object to the processing of your data based on legitimate interests.
- **Withdraw Consent:** You have the right to withdraw your consent for processing at any time, such as for marketing communications.
- **Lodge a Complaint:** You have the right to lodge a complaint with the Personal Data Protection Committee (PDPC) if you believe your rights have been violated.

To exercise these rights, please contact us using the details below.

6. Third-Party Links

Our website may contain links to external sites (e.g., social media pages or delivery partners) that are not operated by us. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review their privacy policies before providing any personal information.

7. Children's Privacy

Our website and services are not intended for children under 13 years of age, and we do not knowingly collect personal data from children.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new policy on this page and updating the "Last Updated" date. We encourage you to review this page periodically.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us at:

Phone: +66 2-238-0931, +66 81-293-6326
Email: info@eatmerestaurant.com
Mailing Address: 1/6 Soi Phiphat 2, Convent Road, Silom, Bangrak, Bangkok 10500