

THAI HIGH-FI'S PRIVACY POLICY

PRIVACY POLICY

EFFECTIVE DATE: 12/05/2025

THANK YOU FOR CHOOSING THAI HIGH-FI. WE VALUE YOUR TRUST AND ARE COMMITTED TO PROTECTING YOUR PRIVACY AND ENSURING THE SECURITY OF YOUR PERSONAL INFORMATION. THIS PRIVACY POLICY DESCRIBES HOW WE COLLECT, USE, AND DISCLOSE YOUR INFORMATION WHEN YOU VISIT OUR WEBSITE, USE OUR SERVICES, OR INTERACT WITH US.

1. INFORMATION WE COLLECT

WE COLLECT SEVERAL TYPES OF INFORMATION, INCLUDING:

- **PERSONAL INFORMATION:** THIS INCLUDES INFORMATION THAT CAN BE USED TO IDENTIFY YOU, SUCH AS YOUR NAME, DATE OF BIRTH, GENDER, CONTACT INFORMATION (ADDRESS, EMAIL ADDRESS, PHONE NUMBER), AND GOVERNMENT-ISSUED IDENTIFICATION (WHERE REQUIRED FOR LEGAL COMPLIANCE, SUCH AS AGE VERIFICATION).
- **ACCOUNT INFORMATION:** IF YOU CREATE AN ACCOUNT WITH US, WE COLLECT YOUR USERNAME, PASSWORD, PURCHASE HISTORY, PREFERENCES, AND ANY OTHER INFORMATION YOU PROVIDE IN YOUR ACCOUNT PROFILE.
- **PAYMENT INFORMATION:** WHEN YOU MAKE A PURCHASE, WE COLLECT PAYMENT CARD DETAILS, BILLING ADDRESS, AND OTHER TRANSACTION-RELATED INFORMATION. THIS INFORMATION IS PROCESSED THROUGH SECURE THIRD-PARTY PAYMENT PROCESSORS, AND WE DO NOT DIRECTLY STORE YOUR FULL PAYMENT CARD NUMBER.
- **USAGE INFORMATION:** WE COLLECT INFORMATION ABOUT HOW YOU USE OUR WEBSITE AND SERVICES, INCLUDING YOUR IP ADDRESS, BROWSER TYPE, DEVICE INFORMATION, PAGES VISITED, AND BROWSING BEHAVIOR.
- **LOCATION INFORMATION:** WITH YOUR CONSENT, WE MAY COLLECT INFORMATION ABOUT YOUR LOCATION, SUCH AS THROUGH GPS OR IP ADDRESS, TO PROVIDE LOCATION-BASED SERVICES, SUCH AS STORE LOCATIONS OR DELIVERY OPTIONS.
- **COOKIES AND SIMILAR TECHNOLOGIES:** WE USE COOKIES, WEB BEACONS, AND OTHER TRACKING TECHNOLOGIES TO COLLECT INFORMATION ABOUT YOUR BROWSING ACTIVITY, PERSONALIZE YOUR EXPERIENCE, AND IMPROVE OUR SERVICES.
- **COMMUNICATIONS:** WE COLLECT INFORMATION WHEN YOU COMMUNICATE WITH US, SUCH AS THROUGH EMAIL, PHONE, CHAT, OR SOCIAL MEDIA, INCLUDING THE CONTENT OF YOUR COMMUNICATIONS.
- **MARKETING INFORMATION:** WE COLLECT INFORMATION RELATED TO YOUR MARKETING PREFERENCES, INCLUDING WHETHER YOU HAVE OPTED IN TO RECEIVE NEWSLETTERS, PROMOTIONS, OR OTHER MARKETING COMMUNICATIONS.
- **AGE VERIFICATION INFORMATION:** TO COMPLY WITH LEGAL REQUIREMENTS, WE COLLECT INFORMATION NECESSARY TO VERIFY YOUR AGE, WHICH MAY INCLUDE COPIES OF GOVERNMENT-ISSUED IDENTIFICATION.

2. HOW WE USE YOUR INFORMATION

WE USE YOUR INFORMATION FOR VARIOUS PURPOSES, INCLUDING:

- **TO PROVIDE AND IMPROVE OUR SERVICES:** TO PROCESS TRANSACTIONS, FULFILL ORDERS, MANAGE YOUR ACCOUNT, PERSONALIZE YOUR EXPERIENCE, AND PROVIDE CUSTOMER SUPPORT.
- **TO COMMUNICATE WITH YOU:** TO RESPOND TO YOUR INQUIRIES, PROVIDE UPDATES ABOUT YOUR ORDERS, AND SEND YOU IMPORTANT NOTICES ABOUT OUR SERVICES OR POLICIES.
- **TO MARKET TO YOU:** WITH YOUR CONSENT, TO SEND YOU PROMOTIONAL OFFERS, NEWSLETTERS, AND OTHER MARKETING COMMUNICATIONS ABOUT OUR PRODUCTS AND SERVICES. YOU CAN OPT OUT OF THESE COMMUNICATIONS AT ANY TIME.
- **TO ENSURE LEGAL COMPLIANCE:** TO COMPLY WITH APPLICABLE LAWS, REGULATIONS, AND LEGAL PROCESSES, INCLUDING AGE VERIFICATION, AND TO PREVENT FRAUD OR ILLEGAL ACTIVITIES.
- **TO PROTECT OUR RIGHTS AND SAFETY:** TO ENFORCE OUR TERMS OF SERVICE, PROTECT OUR RIGHTS, PROPERTY, AND SAFETY, AND THE RIGHTS, PROPERTY, AND SAFETY OF OUR CUSTOMERS AND OTHERS.
- **TO ANALYZE AND IMPROVE OUR BUSINESS:** TO ANALYZE TRENDS, TRACK WEBSITE TRAFFIC, CONDUCT RESEARCH, AND IMPROVE OUR WEBSITE, PRODUCTS, AND SERVICES.

- **TO PERSONALIZE YOUR EXPERIENCE:** TO TAILOR THE CONTENT AND OFFERS YOU SEE BASED ON YOUR PREFERENCES, INTERESTS, AND PAST INTERACTIONS WITH US.
- **FOR SECURITY PURPOSES:** TO PROTECT THE SECURITY AND INTEGRITY OF OUR WEBSITE AND SERVICES, AND TO PREVENT UNAUTHORIZED ACCESS, USE, OR DISCLOSURE OF INFORMATION.

3. HOW WE SHARE YOUR INFORMATION

WE MAY SHARE YOUR INFORMATION WITH THE FOLLOWING CATEGORIES OF RECIPIENTS:

- **SERVICE PROVIDERS:** WE SHARE INFORMATION WITH THIRD-PARTY SERVICE PROVIDERS WHO PERFORM SERVICES ON OUR BEHALF, SUCH AS PAYMENT PROCESSING, WEBSITE HOSTING, DATA ANALYSIS, EMAIL DELIVERY, AND MARKETING.
- **BUSINESS PARTNERS:** WE MAY SHARE INFORMATION WITH BUSINESS PARTNERS TO OFFER YOU PRODUCTS OR SERVICES THAT MAY BE OF INTEREST TO YOU, BUT ONLY WITH YOUR CONSENT.
- **LEGAL AUTHORITIES:** WE MAY DISCLOSE INFORMATION TO LEGAL AUTHORITIES WHEN REQUIRED BY LAW, SUCH AS TO COMPLY WITH A SUBPOENA, COURT ORDER, OR OTHER LEGAL PROCESS, OR TO PREVENT FRAUD OR ILLEGAL ACTIVITY.
- **AFFILIATES:** WE MAY SHARE INFORMATION WITH OUR AFFILIATES OR SUBSIDIARIES FOR BUSINESS PURPOSES, SUCH AS TO PROVIDE YOU WITH INTEGRATED SERVICES OR MARKETING COMMUNICATIONS.
- **BUSINESS TRANSFERS:** IN THE EVENT OF A MERGER, ACQUISITION, OR SALE OF ALL OR A PORTION OF OUR ASSETS, YOUR INFORMATION MAY BE TRANSFERRED TO THE ACQUIRING COMPANY.
- **WITH YOUR CONSENT:** WE MAY SHARE YOUR INFORMATION WITH OTHER PARTIES WITH YOUR EXPLICIT CONSENT.
- **AGGREGATED OR ANONYMIZED INFORMATION:** WE MAY SHARE AGGREGATED OR ANONYMIZED INFORMATION THAT DOES NOT DIRECTLY IDENTIFY YOU WITH THIRD PARTIES FOR RESEARCH, ANALYTICS, OR OTHER PURPOSES.

4. YOUR CHOICES

YOU HAVE THE FOLLOWING CHOICES REGARDING YOUR INFORMATION:

- **ACCESS AND CORRECTION:** YOU MAY ACCESS AND UPDATE YOUR PERSONAL INFORMATION BY LOGGING INTO YOUR ACCOUNT OR CONTACTING US.
- **OPT-OUT OF MARKETING COMMUNICATIONS:** YOU MAY OPT OUT OF RECEIVING MARKETING COMMUNICATIONS FROM US BY FOLLOWING THE UNSUBSCRIBE INSTRUCTIONS IN OUR EMAILS OR CONTACTING US.
- **COOKIES:** YOU CAN CONTROL COOKIES THROUGH YOUR BROWSER SETTINGS. HOWEVER, DISABLING COOKIES MAY AFFECT YOUR ABILITY TO USE CERTAIN FEATURES OF OUR WEBSITE.
- **LOCATION INFORMATION:** YOU CAN CONTROL THE COLLECTION OF YOUR LOCATION INFORMATION THROUGH YOUR DEVICE SETTINGS.
- **AGE VERIFICATION:** YOU MAY BE REQUIRED TO PROVIDE INFORMATION TO VERIFY YOUR AGE TO COMPLY WITH LEGAL REQUIREMENTS.
- **ACCOUNT DELETION:** YOU CAN REQUEST TO DELETE YOUR ACCOUNT BY CONTACTING US. PLEASE NOTE THAT WE MAY BE REQUIRED TO RETAIN CERTAIN INFORMATION FOR LEGAL OR BUSINESS PURPOSES.

5. DATA SECURITY

WE TAKE REASONABLE MEASURES TO PROTECT YOUR INFORMATION FROM UNAUTHORIZED ACCESS, USE, OR DISCLOSURE. THESE MEASURES INCLUDE:

- **ENCRYPTION:** WE USE ENCRYPTION TO PROTECT SENSITIVE INFORMATION, SUCH AS PAYMENT CARD DETAILS AND PERSONAL INFORMATION, DURING TRANSMISSION.
- **ACCESS CONTROLS:** WE RESTRICT ACCESS TO YOUR INFORMATION TO AUTHORIZED PERSONNEL WHO NEED IT TO PERFORM THEIR DUTIES.
- **SECURITY MONITORING:** WE MONITOR OUR SYSTEMS FOR POTENTIAL SECURITY BREACHES AND TAKE APPROPRIATE MEASURES TO ADDRESS ANY ISSUES.
- **REGULAR SECURITY ASSESSMENTS:** WE CONDUCT REGULAR SECURITY ASSESSMENTS TO IDENTIFY AND ADDRESS VULNERABILITIES IN OUR SYSTEMS.

HOWEVER, NO METHOD OF TRANSMISSION OVER THE INTERNET OR METHOD OF ELECTRONIC STORAGE IS COMPLETELY SECURE. THEREFORE, WHILE WE STRIVE TO USE COMMERCIALY ACCEPTABLE MEANS TO PROTECT YOUR INFORMATION, WE CANNOT GUARANTEE ITS ABSOLUTE SECURITY.

6. DATA RETENTION

WE RETAIN YOUR INFORMATION FOR AS LONG AS NECESSARY TO FULFILL THE PURPOSES OUTLINED IN THIS PRIVACY POLICY, UNLESS A LONGER RETENTION PERIOD IS REQUIRED OR PERMITTED BY LAW.

7. CHILDREN'S PRIVACY

OUR WEBSITE AND SERVICES ARE NOT INTENDED FOR INDIVIDUALS UNDER THE AGE OF 20. WE DO NOT KNOWINGLY COLLECT PERSONAL INFORMATION FROM INDIVIDUALS UNDER THIS AGE. IF YOU ARE A PARENT OR GUARDIAN AND BELIEVE THAT YOUR CHILD HAS PROVIDED US WITH PERSONAL INFORMATION, PLEASE CONTACT US, AND WE WILL TAKE STEPS TO DELETE THAT INFORMATION.

8. LINKS TO OTHER WEBSITES

OUR WEBSITE MAY CONTAIN LINKS TO OTHER WEBSITES THAT ARE NOT OWNED OR CONTROLLED BY US. WE ARE NOT RESPONSIBLE FOR THE PRIVACY PRACTICES OF THOSE WEBSITES. WE ENCOURAGE YOU TO REVIEW THE PRIVACY POLICIES OF ANY WEBSITES YOU VISIT.

9. CHANGES TO THIS PRIVACY POLICY

WE MAY UPDATE THIS PRIVACY POLICY FROM TIME TO TIME. WE WILL NOTIFY YOU OF ANY MATERIAL CHANGES BY POSTING THE NEW PRIVACY POLICY ON OUR WEBSITE AND UPDATING THE EFFECTIVE DATE. YOUR CONTINUED USE OF OUR WEBSITE AND SERVICES AFTER THE EFFECTIVE DATE CONSTITUTES YOUR ACCEPTANCE OF THE UPDATED PRIVACY POLICY.

10. CONTACT US

IF YOU HAVE ANY QUESTIONS OR CONCERNS ABOUT THIS PRIVACY POLICY OR OUR PRIVACY PRACTICES, PLEASE CONTACT US AT:

THAI HIGH-FI

[46/30 หมู่ที่ 9 BANG LAMUNG/บางละมุง, CHONBURI/ชลบุรี THAILAND](#)

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