

# Privacy Solutions



In the digital era, it is undeniable that right data can reveal undiscovered aspects of business. Personal data is an essential part of providing personalized products and services for competitive advantage. Many countries including Thailand announced the Privacy Law with serious penalties to govern businesses and ensure that personal data will be collected, used or disclosed rightfully and morally. With the support from ABeam Consulting, your organizations can proactively prepare for law compliance to lawfully process personal data while keeping up maximizing the benefits of personal data utilization in the business.

## Thailand Personal Data Protect Act. (PDPA)

Personal Data Protection Act B.E.2019 (PDPA) is a law to set rules and requirements concerning on collect, use or disclose of personal data to protect the individual privacy, rights and freedoms. PDPA has been officially enforced **on June 1st, 2022.**

### What is personal data under PDPA scope?

Any information relating to a natural individual which able to identify of such person, whether directly or indirectly, but excluded data of deceased person.

### PERSONAL DATA

Example:



### SENSITIVE DATA

Example:



## Failure of PDPA Compliance could cause serious results ..

Heavy fine & Serious Criminal Penalty

Company Reputation Risk

Loosing Customer & Business Partner Trust

### PDPA Penalties



#### Civil Liability

Compensation **up to 2 times** of the actual compensation depends on court discretion.



#### Criminal Liability

Imprisonment **up to 1 years**, or a fine not exceeding **1,000,000 THB**, or both



#### Administrative Liability

Administrative fines up to **5,000,000 THB.**

## Why ABeam Consulting is your right partner?

### 1 Completeness of process identification

- Set the right approach for an in-depth process analysis through data lifecycle.
- Encourage active discussion to discover root of operation concerns through workshop.
- Share the right PDPA understanding and industry best practices along the way.

### 2 Consistency of privacy documents

- Enable the organization a capability to maintain consistency in privacy-related documents across ROP, privacy data flow etc.
- Able to highlight significant privacy risks for proper enhancement.

### 3 Ensure appropriate lawfulness

- Effective collaboration with legal person to determine appropriate lawful basis of personal data processing.
- Confident that necessary actions being taken according to specific regulatory requirements.

### 4 Effective enforcement

- Quantitative approach regarding the introduction of changes for the organization.
- Effective collaboration and enforcement across operational persons.
- Utilize of "Heatmap Analysis Approach" considering of impact and probability in justify of privacy risks level.

### 5 Enlarge visibility around data subject

- Share a holistic view of "Data Subject" touchpoints towards backend operation design.
- Create visibility on Consent Management and Data Subject Access Right (DSAR) Execution handling to meet regulatory timeframe.

### 6 Enhance the right technology solution.

- Provide practical recommendation for enhancing core application functionality in order to ensure appropriate security and privacy measurement implementation.
- Assist in selecting of necessary "Privacy Tool" to leverage privacy program effectiveness.

### 7 Program sustainability in the long run

- Develop a practical approach to ensure the organization able to sustainable the compliance in long run.
- Design of seamless operation process to avoid operation burden creation.



# How does ABeam Consulting can support your organization with our Privacy Services?

## 5 focus areas of FOUNDATION

### PDPA Awareness Training

Raise PDPA awareness, encourage privacy culture and ensure effective enforcement aligning with company direction.

### Privacy Data Governance

Setup privacy management committee, governance structure, roles and responsibilities of Data Privacy Office.

### Business Process Compliance

Assess the current business operation to understand and discover privacy risks in privacy data handling across its lifecycle, develop complete ROP.

### Data Subject Journey

Develop a holistic view of data subject journey through an E2E concept design across "Consent" and "DSAR Execution" touchpoints to back-end operations.

### Application Transformation

Determine necessary enhancement for core application to meet appropriate security and privacy safeguards.

## +7 focus areas of IMPLEMENTATION phases



### Business Change Management

Enable sustainability of privacy program in long-run with the standard procedure and team setup.



### Consent Management Platform

CMS platform selection and implementation support for alignment with data subject journey.



### DSAR Execution Tool

DSAR selection and solution design support to ensure effective handling rights execution.



### Cybersecurity Assessment

Assess cybersecurity readiness at enterprise-wide level, enable capability to remediate vulnerability with preventive solution.



### Data Breach Management

Enable an organization capability to promptly response to incident within timely manner and proper report to authority.



### Business Partner Due-Diligence

Mitigate privacy risks exposure from engage external business partner, maintain confident through a proper due-diligence.

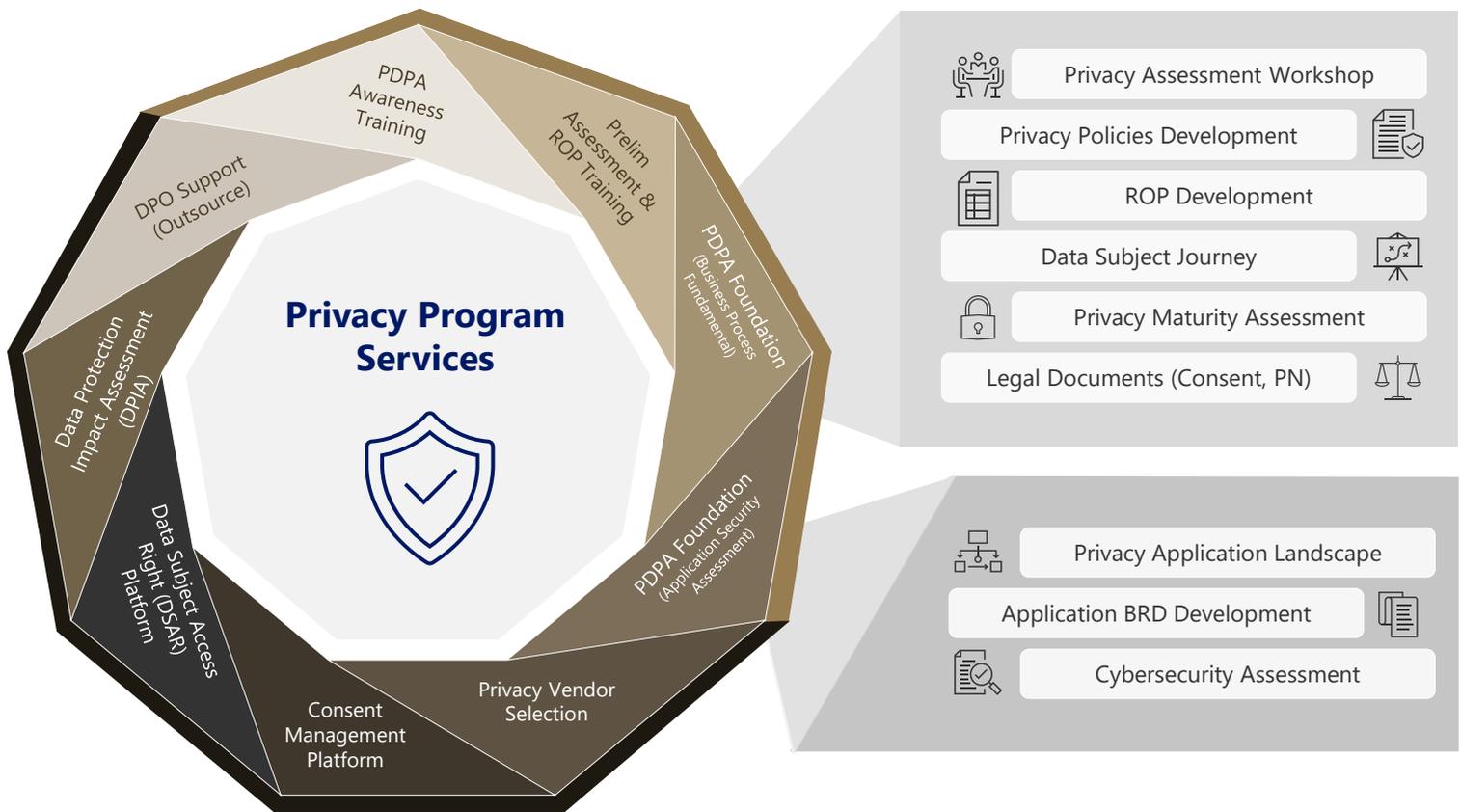


### Application Privacy by Design

Assist organization with end-to-end solution design to transform existing core application into ideal privacy platform.

## Our Program Approaches

Our solutions allow you to **tailor PDPA program** based on your organization current state of readiness.



## ABeam Consulting PDPA Credentials

Our service implementation for our partners across industries.



Automotive



Automotive Leasing



Trading (Import / Export)



Chemical



Personal Care



Hotel & Resort



Hospitality Services



Education

For more information related to ABeam Consulting Privacy Solutions, please contact [contactthailand@abeam.com](mailto:contactthailand@abeam.com) or visit <https://www.abeam.com/th/en>