

COOKIE POLICY

Apart from customers' privacy policy, Plan B Media Public Company Limited (the "PLANB", "Company", "we", "us", or "our") recognizes the importance of the protection of your personal data during your interaction with us through online channels. Your personal data which are shared to our Company helps us and our business alliances provide services and offer the best experience to you as you desire.

We use cookies and similar technology for the collection, use and/or disclosure of data as part of our business operation as described under this cookie policy of the Company ("Cookie Policy"), which shall be applicable to websites, mobile applications, social networking sites, online communication channels, and other means that we use for the collection

1. WHAT COOKIES ARE AND WHY THE COMPANY USES COOKIES

Cookies are small pieces of data or text which are placed on your computer when you are browsing a website, and used for collecting and tracking your activity on website, analysing trends for the purpose of our website administration, tracking user's browsing activity, or saving user's setting. Some of the cookies are essential since they help maintaining normal function of the website. Other cookies also help us to understand your activity on website more so that we could improve your browsing experience, and update content to serve your needs for more comfortable experience on website. Cookies could safely remember your username and language setting as well.

2. WHICH TYPE OF COOKIES THE COMPANY IS USING

We use our cookies and third-party cookies for different purposes per the details below.

Type of Cookies	Functions
Strictly necessary cookies	These cookies are necessary for you to browse and use several features on our website, such as accessing safe space on our website. We use strictly necessary cookies to ensure that our digital services provide its basic functions correctly and perfectly.
Performance cookies	We use performance cookies to calculate frequency and pattern of your site visits, such as your most visited page. We use this data to improve website efficiency and user experience.



Licensed Rights Holder

Plan B Media Public Company Limited

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Type of Cookies	Functions
<p>Functionality cookies</p>	<p>These cookies help website to remember you and your selections (e.g., selected language, or region) so that better and proper experience could be served to you.</p> <p>In addition, these cookies are also able to remember changes of text size, font, and other parts of the webpage per your own preference.</p>
<p>Advertising cookies</p>	<p>These cookies are used to display ads based on relevant topics that interest you. Moreover, they are used to limit number of ads seen, measure performance of our advertising campaigns. Sometimes, we share de-identified data regarding your visiting to our advertising and creative alliances. These alliances may use the data to display ads that may interest you on other sites and develop our advertising campaigns in the future.</p>
<p>Security cookies</p>	<p>We use security cookies for you to have faster and safer interaction with us. These cookies identify and prevent possible security risks.</p>
<p>Third-party cookies</p>	<p>Please be informed that third parties may use cookies via our website to display relevant ads that interest you according to your browsing activity. Additionally, these third parties may collect your browsing activity and other data to examine on how you access our website and your previous visited website before leaving ours. Therefore, we ca not directly control the data collected by these cookies.</p> <p>You may be subject to privacy policy or cookie policy of those third parties as well. Thus, it is advisable for you to carefully read such privacy policy or cookie policy of the third parties to check additional information on how those third parties collect, use, and/or disclose your personal data.</p>



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3. HOW CAN YOU CAN CONTROL COOKIES

Most of internet browsers allow you to choose whether to accept cookies. If you reject, deleting or blocking cookies may affect your user experience. And without cookies, you may not be able to partially or entirely use features or functions of the website, or use of some functions may be limited. If you do not set your browser to reject cookie, the system will use cookies as explained above when you visit our website. If you wish to delete cookies, or change your mind, you could change your setting on your browser.

4. OUR CONTACT DETAIL

If there are any concerns or queries about this Privacy Policy or if you wish to exercise the rights relating to your CCTV Details, please contact our Data Protection Officer (DPO) at: Plan B Tower, 1700 Phetchaburi Rd, Bang Kapi, Huai Khwang, Bangkok 10310, Thailand. Email: dpo@planbmedia.co.th



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