

Personal Data Protection Consent and Privacy Notice

Version 1.2 · 8 October 2026

Company	Pride Legal Co., Ltd. (บริษัท ไพร์ด ลีเกิ้ล จำกัด), registration no. 0105569087213
Version	1.2
Effective	8 October 2026
Owner	Data Protection Officer: Tanik Tangburanakij
Replaces	Version 1.1 of 26 September 2026

This Notice explains how Pride Legal Co., Ltd. (“Pride Legal”, “we”, “us”) collects, uses, discloses, transfers, and protects your personal data when you use our website, booking and timeline planner, client portal, and marriage registration services. It also records the consents we ask you to give under the Personal Data Protection Act B.E. 2562 (2019) of Thailand (the “PDPA”). Please read it before giving your consent.

Why we ask for explicit consent. Because our service helps same-sex couples register a marriage, the personal data we handle reveals your sexual orientation. Under section 26 of the PDPA this is sensitive personal data, which we may process only with your explicit consent. Item (2) under “Your consent” below records that consent separately.

1. Who we are and how to contact us

- 1.1 Data controller: Pride Legal Co., Ltd., registered office at TT02, 24th Floor, Chamchuri Square Building, 319 Phayathai Road, Pathumwan, Bangkok 10330, Thailand, company registration no. 0105569087213.
- 1.2 Privacy contact / Data Protection Officer: Tanik Tangburanakij, email help@pridelegal.co.th, telephone +66 64 959 0676. Use these details for any question about this Notice or to exercise your rights.



2. The personal data we collect

- 2.1 Identity and account: full name, email address, account password (held in encrypted or hashed form), preferred language.
- 2.2 Nationality and eligibility: the nationality of each partner, civil status (that you are single and free to marry), and the document route you choose.
- 2.3 Travel and scheduling: intended arrival date and time, preferred region and district, preferred wedding date, and document start dates.
- 2.4 Identity and civil-status documents: passport, affidavit or certificate of freedom to marry, and the relationship evidence you upload (for example proof of shared payments, photographs, and travel records).
- 2.5 Communications: messages you send us by WhatsApp, email, the portal, or other channels, and our replies.
- 2.6 Payment: we take payment through third-party providers. We receive confirmation and limited transaction details; we do not store full card numbers on our systems.
- 2.7 Website and device data: information your browser provides, and the answers the planner stores locally in your browser before you create an account.
- 2.8 Sensitive personal data. The following are sensitive personal data under section 26 of the PDPA, which we process only with your explicit consent: personal data that reveals your sexual orientation (which is inherent in a same-sex marriage service); and any religion, ethnicity, or similar information that appears in your passport, civil-status documents, or supporting documents.

3. How we collect your personal data

- 3.1 We collect personal data directly from you, through the planner, your account, your uploads, and your messages; from your partner, where you apply together; from public authorities and from your embassy or consulate, while preparing and legalizing your documents; and from partners and service providers you ask us to engage on your behalf.

4. Why we use your personal data, and our legal basis

- 4.1 To provide the service — to prepare, translate, legalize, and submit your documents, and to book the embassy, the Ministry of Foreign Affairs (MFA), the district office, and your timeline. Basis: performance of our agreement with you, and your consent.
- 4.2 To process sensitive data (data revealing sexual orientation, and any sensitive content of your documents) for the purposes above. Basis: your explicit consent.



- 4.3 To manage your account — portal access, your timeline, and our communications with you. Basis: performance of our agreement, and your consent.
- 4.4 To take and reconcile payment. Basis: performance of our agreement, and our legal obligations (accounting and tax).
- 4.5 To comply with law — tax, accounting, and other legal and regulatory duties, and to establish, exercise, or defend legal claims. Basis: legal obligation, and legitimate interest.
- 4.6 To secure and improve our website and services. Basis: legitimate interest.
- 4.7 To send you information about partner services, offers, and updates, where you have opted in. Basis: your consent, which you may withdraw at any time.

5. Who we disclose your personal data to

- 5.1 We disclose your personal data only as needed to deliver the service or as required by law. Recipients may include: our lawyers, staff, and assistants working on your matter; certified translators and legalization agents; the Thai Ministry of Foreign Affairs and the district registration office; your embassy or consulate, where an appointment or certificate is required; payment providers to process payment; IT, cloud, and document-storage providers that host our systems; partner venues, hotels, and service providers that you ask us to arrange, limited to the data needed for that booking; and professional advisers, and government authorities or courts where the law requires.
- 5.2 We do not sell your personal data. We use advertising platforms only to measure our own advertising, as section 11 describes.

6. International transfer of your personal data

- 6.1 Delivering your marriage, and any international use of your certificate, may require us to send your personal data outside Thailand — for example to your embassy or its home authority, to cloud providers that store data abroad, to international payment providers, or to a partner in another country that you ask us to engage. Some destinations may not have data-protection laws that the PDPA treats as adequate. Where that is so, we transfer your data on the basis of your consent (recorded below) or another lawful ground under sections 28 to 29 of the PDPA, and we take reasonable steps to keep it protected.

7. How long we keep your personal data

- 7.1 We keep your personal data only for as long as necessary for the purposes above. As a general rule we keep your matter file for the duration of your engagement and for up to 10 years afterwards, to meet legal, tax, accounting, and professional



record-keeping obligations and to answer any later questions about your marriage. We keep accounting records for at least the period required by Thai law. Sensitive documents are deleted or anonymized sooner where they are no longer needed. After the retention period we delete or anonymize your personal data.

8. Your rights

- 8.1 Access and copy: ask for a copy of your personal data and information about how we use it.
- 8.2 Rectification: ask us to correct data that is inaccurate or incomplete.
- 8.3 Erasure: ask us to delete or anonymize your data where the law allows.
- 8.4 Restriction: ask us to suspend the use of your data in certain cases.
- 8.5 Portability: ask us to send certain data to you or another controller in a machine-readable form.
- 8.6 Objection: object to certain processing of your data.
- 8.7 Withdraw consent: withdraw any consent you have given, at any time.
- 8.8 To exercise any right, contact us using the details in section 1. We may need to verify your identity first. You also have the right to complain to the Personal Data Protection Committee (PDPC) in Thailand.

9. Withdrawing your consent

- 9.1 You may withdraw your consent at any time, and we will make this as easy as giving it. If you withdraw consent that we rely on to deliver the service, including consent to process the sensitive personal data the service requires, we may no longer be able to continue your marriage registration. Withdrawal does not affect the lawfulness of any processing carried out before you withdrew, and it does not affect processing we are required or permitted to carry out on another legal basis.

10. Security

- 10.1 We use reasonable organizational and technical measures to protect your personal data, including access controls, encrypted storage and transfer where appropriate, and limiting access to staff who need it. No system is perfectly secure, but we work to keep your data safe and will notify you and the PDPC of a data breach where the law requires.



11. Cookies, analytics and the planner

- 11.1 Our website and planner store information in your browser, including the answers you give the planner before you create an account. This stays on your device until you create an account or clear it.
- 11.2 Our website sets two cookies of its own: pl_vid, a random identifier kept for about 13 months, and pl_ses, which lasts one visit. They record which page and which advertisement brought you here, and they link your conversation with ELSA to your visit.
- 11.3 We use analytics to understand how the public parts of our website are used: cookieless visit and performance analytics (Vercel), session analytics that replay anonymized page interactions with anything you type masked (Microsoft Clarity), and visit measurement (Google Analytics). These run on our public pages only — never inside your client portal.
- 11.4 To measure our advertising, tags from Google, Meta and TikTok on our public pages record when a visitor who came from an advertisement starts the planner, contacts us on WhatsApp, creates an account or pays the platform fee. When the platform fee is paid, our server also tells Meta and TikTok, with your email address in hashed (irreversibly scrambled) form, so that we can measure which advertisement worked. We do not sell your personal data. You can block these cookies and tags in your browser settings or with an ad blocker without affecting the planner or the portal.
- 11.5 When you chat with ELSA, our website assistant, we keep a record of the conversation, linked to an identifier stored in your browser, so that we can improve our answers and follow up your request. We never keep passwords or verification codes. ELSA's replies are produced by an AI model provided by Anthropic.

12. Changes to this Notice

- 12.1 We may update this Notice. We will post the current version on our website with its effective date, and where a change is significant we will tell you and, where required, ask for your consent again.

13. Your consent

- 13.1 Please confirm your consent below. Online, you give consent by ticking the boxes and selecting "I consent". Ticking is required where shown; the marketing item is optional.
- 13.2 (1) General consent. I have read and understood this Notice. I consent to Pride Legal collecting, using, and disclosing my personal data as described, for the purposes set out above.



- 13.3 (2) Explicit consent to sensitive personal data. I expressly consent to Pride Legal collecting, using, and disclosing my sensitive personal data — including data that reveals my sexual orientation and any sensitive information in my passport, civil-status documents, and supporting documents — for the purpose of providing the marriage registration service.
- 13.4 (3) Consent to international transfer. I consent to Pride Legal transferring my personal data outside Thailand as described in section 6, including to destinations that may not provide protection equivalent to the PDPA.
- 13.5 (4) Optional — marketing. I would like to receive information about partner services, offers, and updates from Pride Legal. I understand I can withdraw this at any time.

14. Issue

- 14.1 This Notice is issued by Pride Legal Co., Ltd. on the date of the signature below and replaces version 1.1 of 26 September 2026.

For Pride Legal Co., Ltd.

Signed: Tanik Tangburanakij

Tanik Tangburanakij

Director and Data Protection Officer · 8 October 2026