



## Privacy Notice – Customer Satisfaction Survey

Lufthansa Services (Thailand) Ltd. is collecting your personal data in order to conduct the Customer Satisfaction Survey. When we collect personal data, we are obliged legally to provide you with certain information, it is called the “Right to be Informed”. That information is contained in the below Notice. If any of the information we provide to you is not clear enough, there is a contact detail for Lufthansa Services (Thailand)’s Data Protection team further down this Notice, please do not hesitate to make contact and ask for further information.

### 1. Why we need it - the purpose of processing?

We want to improve our customer satisfaction and offer a better service. That’s why we need your opinion about us.

### 2. What data do we hold?

When you take part in the survey, we directly receive the following data:

- Personal details such as name, surname, title etc.
- Email address
- Rate/comment you give to our service and recommendations that will be used for improving the quality of services provided.

### 3. Why we’re allowed to process your personal data in this way – the legal basis?

For conducting the Customer Satisfaction Survey, we collect and use your data for the legitimate interests. Without that personal data, we will be unable to identify you as a Customer in our database and link your opinion within the survey.



## **Lufthansa Services (Thailand) Ltd.**

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### 4. Who we will share your personal data with?

We may only share your personal data to authorized personnel within the Marketing Department and Managing Director. We may publish our analysis of survey or form responses and the results of our research. Such publications will not contain your personal data.

### 5. Where your personal data will be stored?

We will store your data only in electronic form, in Computer or/and external hard disk.

### 6. How long we will keep your personal information for?

We only retain data about you for the period necessary for us to gain useful insights from that data and fulfill the uses described in this privacy notice. Generally, we won't retain personal data about you for more than 5 years from the last date you responded to a survey or submitted a form—unless we have a legal reason requiring us to retain it for longer.

### 7. Are we using automated decision making or profiling with regards to your personal data?

For the purposes of Customer Satisfaction Survey, no automated decision making or profiling is taking place.

### 8. Your rights

You are entitled to request the following from Lufthansa Services (Thailand) Ltd. These are called your Data Subject Rights:

- Right of access. This enable you to find out what kind of personal we hold about you and what we do with that data.
- Right to rectification. This enable you to update or correct any inaccurate personal data of you.
- Right to erasure. This enable you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).



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- Right to object to processing. This enable you to ask us to stop processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground.
- Request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.

If you have any questions, or wish to contact us and ask us to look at your rights at any time, please contact us at [dpc@lst-thai.com](mailto:dpc@lst-thai.com).

01.06.2019

Lufthansa Services (Thailand) Ltd.