



## Representative Legal Matters

Kritiyanee Buranatrevadhya

- Advised local companies regarding their obligations under the General Data Protection Regulation (GDPR) as their business operations subjected them to liability and comparison with Thai PDPA.
- Conducted data mapping, identifying gaps from the data mapping results, analysing and providing recommendations on how to close the identified gaps, preparing required legal documents, and strategizing implementation plans.
- Advised various data protection advisory work including: (1) company and government surveillance & interception; (2) the exploitation of personal data in CRM project; (3) data breach requirements, revising breach notification reports, and how to handle breach reports for the public with care; (4) criminal background checks of employees; (5) internal investigation of employee misconduct; (6) email review and retention; (7) CCTV surveillance; (8) implementation of facial recognition software; (9) the use of sensitive data; (10) whistleblower hotlines/channels; and (11) the use of personal data for AI training for both global and local clients in a variety of industries.
- Prepared and revised Privacy Policies, Consent Forms, Parental Consent Forms, Data Transfer Agreements, Data Processing Agreements, Intra-Group Transfer Agreements, Terms and Conditions, Mobile User Agreements, Data Governance Manuals, Data Breach Response Procedures, HR Data Protection Guidelines, IT Policy Handbooks, IT Monitoring Policies, CCTV notice and warning signs, Data Retention Policies, Direct Marketing Policies, Data Subject Rights Policies/Procedures, and Record of Processing Activities.
- Advised and revised agreements for blockchain-based platform operators handling Thailand's National Digital ID Project.
- Provided legal advice regarding security and data privacy for e-commerce businesses; business expansion for cloud service providers; mobile applications; websites; streaming services; social networking sites; digital content; and online contests,
- Involved in an IT outsourcing project to streamline support activities for the client's operating entity in Thailand through a service hub overseas, allowing the client's local office to focus on developing its core business and increase sales.
- Guided a digital transaction platform and various other technology companies by providing advice regarding the validity and enforceability of e-signatures, e-transactions, the use of trusted Certificate Authorities and preferences on transforming their traditional operations/services to be electronic based.
- Advised clients with the inception of an e-map service using GPS as a mobile application.

- Provided legal advice in the areas of consumer protection, product liability, product recall, e-contest, internet sweepstakes, advertising, labelling, online activities targeting minors, intermediary liability of internet service providers, hosting immunity, safe harbour, spam mail, email marketing, sms and push notifications, and cold call marketing.
- Counselling clients in dealing with the government authorities, helping respond to government requests, joining the meetings with government entities on behalf of our clients in relation to lese majeste content, illegal online content, computer crimes, and notice-and-take-down procedures.
- Advised technology platform service providers regarding types of advertisement prohibited and allowed on their platforms, in addition to push notification/unsolicited advertisements for a website Loyalty Program.
- Handled negotiations for clients in the gaming industry with the NBTC in a dispute arising out of Thai government concerns over an augmented reality mobile game.
- Advised on the regulatory framework for the launch of an e-Sport tournament in Thailand.
- Drafted and negotiated Talent and Collaboration Agreements for a clothing brand with international superstars, such as Adam Levine.