



## Representative Legal Matters

Pattaraphan Paiboon

### Data Privacy

- Advising various local and international companies regarding the obligations under the draft Thai Personal Data Protection Act (PDPA).
- Providing legal advice and reviewing agreements regarding security and data privacy for e-commerce, telecommunications, big data, data analytics, and automotive businesses (telematics), including drafting, reviewing, and revising terms and conditions, privacy policies, terms of use, and cookie policies for compliance with the criteria in the PDPA and the General Data Protection Regulation (GDPR).
- Advising international IT and social media platforms regarding the obligations under the GDPR, particularly as compared to the PDPA.

### Telecommunications

- Advising, preparing documents, and representing international and local companies on litigation strategy and compliance with telecommunications law, focusing on telecommunications business licensing, spectrum licensing and auctions, interconnection, competition, infrastructure and network, prepaid service, numbering, radio communication equipment, retail pricing, merger and acquisition, international free trade agreements and more.
- Advising, preparing documents, and representing international companies on licensing, regulatory requirements, and corporate structure for providing IPLC, telematics, point of presence, cloud computing, VOIP, mobile application, GPS tracking, web hosting, co-location, Internet of Things, Over-The-Top (OTT), data center, satellite and more in Thailand.
- Representing one of the leading computer companies in its dispute with the NBTC on telecommunications equipment.
- Advising and preparing documents on setting up an telecommunications infrastructure fund in Thailand.

### Broadcasting

- Advising various digital media companies and television channel providers on local regulatory requirements for music streaming service, online streaming service, and mobile applications, such as content restrictions, copyright clearance, ads, licensing, rating, program proportion, and program scheduling.
- Representing 13 digital TV operators in a case on digital switchover against the Thai government.

# Baker McKenzie.

- Advising one of the local leading free television providers in relation to digital TV auctions, transition of concession agreements, compliance with broadcasting regulations, and preparing applications for digital TV auction.
- Advising various broadcasting providers on merger and acquisition.
- Advising one of the local leading subscription television providers in relation to compliance with broadcasting regulations, set business structure, and transition of concession agreements.
- Representing a satellite TV service provider and preparing transponder service agreements and uplink service agreements.
- Advising international companies on providing voice mobile applications, game mobile applications, as well as movie and other web and mobile services in Thailand, and localizing end user terms and conditions.

## **E-commerce, IT/Communications and cybersecurity**

- Providing legal advice and comments on draft laws in regard to IT security, e-commerce, e-payment, IT outsourcing, interception, cybersecurity and the Computer Crime Act.
- Preparing an agreement covering installation and implementation of an IT system for one of the leading banks in Thailand.
- Providing legal advice for various multinational online operators on setting up online retail business, online room booking and vacation rental services and more.
- Providing legal advice on direct sales and direct marketing.