

28 October 2024

Dear Stakeholders,

Subject: Data Breach Notification Due to Unauthorized Access

Siam Daikin Sales Co., Ltd. (“the **Company**”) would like to inform you about a data breach incident that occurred in our computer system, resulting in the leakage of information concerning customers, business partners, employees, and other individuals, as detailed below.

Incident Details

On 9 October 2024, the Company discovered that an individual or a group of individuals claimed to have unauthorized access to data, including personal information, in the Company’s network. These individuals encrypted the Company’s server data, preventing access. It was also claimed that the data, including personal information stored by the Company, was extracted from the network, with threats to disclose it.

Company’s Response Upon Detection

Upon learning of the claims, the Company immediately took steps to prevent further damage to the data and personal information. The actions taken include:

- Disconnecting the affected network from other systems to prevent further widespread damage.
- Reporting the data breach to the Personal Data Protection Committee (PDPC).
- Engaging IT forensic experts to contain the incident, restore the system, investigate the root cause, and identify the extent of the affected data.
- Filing a complaint with the Cyber Crime Investigation Bureau to prosecute the perpetrators.
- Coordinating with relevant agencies to develop remedies for the affected data subjects.
- Attempting to reach out to customers, business partners, employees, and others potentially affected by the incident.
- Setting up a hotline to address concerns or complaints related to the incident.

Impact of the Incident

The Company has not yet received a complete investigation report from IT forensic experts. Preliminary findings suggest that the potentially impacted data may include:

1. Customer Information: Personal details, account information, passwords, email addresses, phone numbers, addresses, and service history of customers who purchased products/services or have accounts in the “My Daikin” app.
2. Business Partner Information: Company names, addresses, email addresses, phone numbers, purchase history, and shipping information.
3. Employee Information: Names, identification numbers, addresses, phone numbers, bank account details, positions, and salaries, possibly including other data.

The IT forensic experts have yet to confirm the type, quantity, or identity of the affected data owners. The Company is closely monitoring the investigation and will promptly notify all concerned parties.

Recommendations

If you are a customer, business partner, employee, or have any other relationship with the Company, **we recommend the following actions to protect your assets and personal data:**

- Change the passwords of your Company-related and personal accounts if you use the same passwords.
- Avoid using personal information (e.g., birthdates, phone numbers) as passwords, as malicious actors may use such information to access your accounts.
- Be cautious of unknown communications and do not transfer money or share personal information as malicious actors may use the information they accessed illegally to contact and scam or threaten you to hand over your asset, or to act as an officer by using the leaked information to support their credibility. The Company recommends that you do not engage with such persons in any way to protect yourself from possible harm,
- Avoid clicking links or attachments from unknown emails or SMS, as they may contain malware.

- Regularly check your application account login history. Please log out and change password immediately if you notice unfamiliar device access that is not yours.
- Monitor financial transactions for irregularities and contact your bank if any are found.
- Inform your bank of the data breach to enhance verification mechanisms and receive appropriate guidance.

Remediation Measures

The Company is implementing measures to prevent and mitigate the damage to affected personal data owners. If you have got impacted, please contact us using the contact information provided with this announcement to inquire for further information.

Contact Information

If you suspect that your data has been compromised, whether as a customer, business partner, employee, or any other person, please contact us at Call 02-838-3220. (Mon-Fri,8.00-17.00) or send an e-mail to siamdaikinsales@daikin.co.th

The Company deeply regrets the incident and is committed to doing everything possible to protect and mitigate the harm to all parties involved. We sincerely apologize for any inconvenience caused.

Thank you for your attention and understanding.

Siam Daikin Sales Co.,Ltd