

**Privacy Policy for Personal Data Protection on the Website of Safari World, Safari Park,  
Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo,  
Korat Zoo, and Wildlife Breeding Program, Surin Province**

**Issued on January 23, 2017**

The websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, have established this privacy policy to protect the personal data of all users accessing these websites.

**Collection of Personal Data**

1. To facilitate the provision of services to all users visiting the websites of the organization, the websites collect the following personal data: email address, name, work or home address, postal code, and telephone number.
2. When users register (Sign Up) for membership or to use any service, the websites may collect additional personal data such as gender, age, preferences, interests, credit card number, and billing address.
3. Additionally, for research purposes and service improvement, the websites may collect users' IP addresses, browser types, domain names, and referring website addresses (web pages users visited before accessing the website).
4. The websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, encourage users to review the privacy policies of the websites they access from links on these websites to understand their data collection and usage policies before providing personal information.

However, the websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, do not endorse or accept responsibility for any actions taken by the websites mentioned below. They do not provide guarantees of any kind if those websites do not adhere to the privacy policy stated here.

## Use of Personal Data

1. The websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, will only use your personal data as necessary, such as your name and address, for communication, public relations, providing news and information, or gathering opinions and feedback about activities related to the zoo organization.
2. The websites of the zoo organization confirm that your personal data collected will not be disclosed, sold, or transferred to any third parties outside of the organization, except with your explicit consent.
3. In certain cases, the websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, may share your data with third parties for necessary purposes, such as sending emails, statistical analysis, or organizing events. The websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, ensure that third parties receiving the data will maintain its confidentiality and security and will not use it for any other purpose.

## Your Rights to Control Your Personal Data

To protect your privacy, you have the right to choose whether to allow the use or sharing of your personal data. You can also opt out of receiving marketing communications from the websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province. This can be done by simply expressing your preference to the following organizations: Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province.

The websites can be accessed at:

- <http://zoothailand.org>
- <http://www.dusit.zoothailand.org>

- <http://www.khaokheow.zoothailand.org>
- <http://www.chiangmai.zoothailand.org>
- <http://www.korat.zoothailand.org>
- <http://www.songkhla.zoothailand.org>
- <http://www.ubon.zoothailand.org>
- <http://www.khonkaen.zoothailand.org>
- <http://www.surin.zoothailand.org>

## **Data Security for Personal Information**

To ensure the confidentiality and security of your personal data, the websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, have implemented appropriate internal policies regarding the storage and use of personal data. They also employ encryption and data protection measures for sensitive information, such as credit card numbers. The websites use secure communication protocols, such as Secure Socket Layer (SSL), to safeguard the transmission of sensitive information.

## **Use of Cookies**

"Cookies" are data files that the websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Khao Kheow Open Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, send to the web browser of the user. These files store information on the user's system. If cookies are enabled, the websites can recognize the user for future visits.

Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, can store

or record user data until the user exits the web browser program or until the user deletes or disallows cookies.

If you choose to enable cookies, you will experience greater convenience when using the website, as cookies help the website remember your preferences. Additionally, the websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, will use stored cookie data for statistical analysis and activity tracking purposes. These websites will continue to enhance their services based on the collected cookie data.

### **Improvement of the Personal Data Protection Policy**

The websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, may update or revise this privacy policy to ensure its appropriateness and effectiveness in providing services.

The websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, encourage users to regularly review the privacy policy when accessing the websites or using the services.

### **Compliance with the Privacy Policy and Contacting the Zoo Organization**

**Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province**

If you have any questions, suggestions, or concerns regarding this privacy policy or its implementation, the websites of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, are happy to receive your feedback, comments, and opinions. This feedback will be beneficial in improving the services of Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and

the Wildlife Breeding Program, Surin Province, in the future. You can contact Safari World, Safari Park, Open Zoo, Chiang Mai Zoo, Nakhon Ratchasima Zoo, Songkhla Zoo, Ubon Ratchathani Zoo, Korat Zoo, and the Wildlife Breeding Program, Surin Province, using the contact details below:

Zoo Organization

71 Phra Ram 5 Road, Dusit District, Bangkok 10300

Phone: 0 2282 7111 - 3

Fax: 0 2282 6125

Email: [webmaster@zoothailand.org](mailto:webmaster@zoothailand.org)