

Privacy Policy

Personal Health Record (PHR) Application

Operated by Medilife (Thailand) Co., Ltd.

Last updated: 08-05-2025

1) Introduction

Medilife (Thailand) Co., Ltd. (“the Company,” “we,”) is committed to protecting the privacy and personal data of users of the PHR (Personal Health Record) application. This Privacy Policy explains how we collect, use, disclose, store, and safeguard your personal data in accordance with the Personal Data Protection Act B.E. 2562 (PDPA) of Thailand, Google Play Store requirements, and internationally accepted privacy standards. We encourage you to read this policy carefully to understand how your data will be handled.

2) Data Collection

We may collect the following types of personal data through various channels, including app registration, use of Telehealth Solutions services, or when you communicate with us

- Identification Information: Full name, date of birth, gender, national ID number
- Contact Information: Phone number, email address, physical address
- Health Information: Medical history, examination results, records entered by users or authorized healthcare providers in the PHR system
- Technical and Usage Information: Device data, IP address, operating system, app version, usage logs, cookies or similar technologies

3) Purposes of Data Processing

We process your personal data for the following purposes

- To provide PHR application services, including connecting and displaying Telehealth Solutions data
- To manage and maintain accurate, up-to-date, and secure health records
- To improve, develop, and enhance the performance and user experience of the application
- To comply with legal obligations and regulatory requirements
- To investigate, prevent, or address security, fraud, or misuse of services

4) Data Disclosure

We will not disclose your personal data to third parties, except under the following circumstances

- With your explicit consent
- To authorized healthcare providers or business partners, solely for the stated purposes and in accordance with this policy
- To comply with legal obligations, such as requests from government agencies or courts

5) Third-Party Services

Our app may use third-party services such as Firebase Analytics, Google services, or other analytics and performance monitoring tools. These services may collect and process data as governed by their respective privacy policies. We recommend reviewing the privacy policies of these third parties for further details.

6) Data Retention

We retain your personal data only as long as necessary to fulfill the purposes described in this policy or as required by applicable laws. Once the retention period expires, we will securely delete or anonymize your data using appropriate methods.

7) Data Subject Rights

You have the following rights under applicable data protection laws

- Right to access and obtain a copy of your personal data
- Right to request correction of inaccurate or incomplete data
- Right to request deletion or destruction of your data when no longer necessary
- Right to object to or restrict data processing in certain circumstances
- Right to withdraw your consent at any time (note: withdrawal does not affect lawful processing conducted prior to withdrawal)
- To exercise any of these rights, please contact us as specified in Section 12.

8) Data Security Measures

We implement strict technical and organizational measures to safeguard your personal data against unauthorized access, use, disclosure, alteration, or destruction, including but not limited to

- Data encryption

- Access control limited to authorized personnel
- Regular security audits and risk assessments

9) Use of Cookies and Similar Technologies

We may use cookies or similar technologies to improve app performance and user experience. You may adjust your device or browser settings to manage or disable cookies as you prefer.

10) Children's Privacy

Our services are not intended for or directed at children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected such data, we will take prompt steps to delete it.

11) Uninstallation and Data Deletion

You may uninstall the app at any time to stop further data collection. Please note, however, that uninstalling the app does not automatically delete personal data previously collected. To request data deletion, please contact us directly.

12) Contact Information

If you have any questions, concerns, or requests related to this Privacy Policy or your personal data, please contact

Medilife (Thailand) Co., Ltd.

Address: 59/62 The Eiffel Project, Karnchanapisek Road, Ratphattana, Saphan Sung, Bangkok, Thailand, Bangkok 10240

Email: info@medilife.co.th



Phone: + 66 2046 8462

13) Changes to this Privacy Policy

We reserve the right to amend or update this Privacy Policy at our discretion. Significant changes will be communicated via the app or our official website. We recommend that you periodically review this policy to stay informed about how we protect your data.

Authorized Representative

We hereby certify that the information provided in this Privacy Policy is accurate and approved by the authorized representative.

Signature:  

Ms.Chonticha Narapotjanart

Position: Executive Director

Date: 09-5-2025