



## **Siam Legal International Addresses Rising Data Breach Risks as PDPA Violations Increase in Thailand**

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Siam Legal International has expanded its data protection advisory services in response to a sharp rise in data breach incidents affecting foreign nationals and businesses operating in Thailand. The law firm in Thailand reports growing concern among expatriates and international companies over compliance obligations and legal exposure under Thailand's Personal Data Protection Act (PDPA).

Thailand's rapid growth in digital transactions and online services has increased vulnerabilities across both public and private sectors. According to data from Thailand's Personal Data Protection Committee, reported data breach incidents have risen by more than 40 percent over the past year, with foreign-operated businesses and internationally focused service providers among the most affected.

"Data breaches now represent one of the most significant legal and financial risks for organizations in Thailand," said Rex Baay, spokesperson for Siam Legal International. "Many foreign businesses and individuals remain unclear about their responsibilities and rights under the PDPA, particularly when a breach

occurs. This lack of understanding often leads to delayed responses, regulatory penalties, and avoidable financial loss.?

Thailand's PDPA, fully enforced since 2022, requires data controllers to notify the Personal Data Protection Committee within 72 hours of discovering a qualifying data breach and to inform affected individuals when there is a high risk of harm. Non-compliance may result in administrative fines of up to 5 million baht, civil liability for damages, and potential criminal exposure in serious cases.

Siam Legal notes that common causes of PDPA violations include inadequate cybersecurity safeguards, poor internal access controls, insufficient employee training, and improper data sharing with third-party vendors. Both cyberattacks and accidental disclosures may trigger legal liability, making advance preparation and clear breach response procedures essential.

For individuals affected by data breaches, the PDPA provides enforceable rights, including breach notification, access to information on how personal data was processed, and the ability to seek compensation for damages caused by unlawful data handling. These protections apply regardless of nationality or residency status.

Siam Legal International's expanded consulting services focus on PDPA compliance assessments, breach response planning, regulatory reporting, and legal remedies for affected individuals. The firm emphasizes that early legal guidance can significantly reduce regulatory risk and long-term liability.

The firm maintains offices in Bangkok, Chiang Mai, Phuket, and Hua Hin, providing legal services to both domestic and international clients. Siam Legal's multilingual legal team has over 20 years of experience in criminal defense, civil litigation, and cyber-related legal matters, including data breach response and victim protection.

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## **Siam Legal International**

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