

# THAILAND STEPS UP PDPA ENFORCEMENT: NEW FINES ISSUED

## THREE YEARS AFTER THE PERSONAL DATA PROTECTION ACT B.E. 2562 (2019) (PDPA)

took effect, Thailand is entering a stricter enforcement phase. On 1 August 2025, Thailand's Personal Data Protection Committee (PDPC) announced 8 administrative fines across 5 noncompliance cases involving both public and private entities. This marks a significant escalation in regulatory scrutiny—and a clear warning to all data controllers and processors: PDPA compliance is no longer optional.

### Summary of Recent Enforcement Cases:

Cases	Key Regulatory Breaches
Government agency fined for leaking citizen data	<ul style="list-style-type: none"><li>• Lack of appropriate security measures</li><li>• Use of weak passwords</li><li>• Failure to conduct risk assessments</li><li>• Failure to implement data processing agreements</li></ul> <p>Liable as both data controller and data processor</p>
Private hospital leaked medical records	<ul style="list-style-type: none"><li>• Lack of appropriate security measures</li><li>• Failure to control the document destruction process</li></ul> <p>Liable as both data controller and data processor</p>
IT retailer fined over THB 7 million for data breach	<ul style="list-style-type: none"><li>• Failure to appoint a Data Protection Officer (DPO)</li><li>• Lack of appropriate security measures</li><li>• Failure to notify the PDPC of a personal data breach</li></ul> <p>Liable as data controller</p>
Cosmetics company leaked customer data	<ul style="list-style-type: none"><li>• Lack of appropriate security measures</li><li>• Failure to notify the PDPC of a personal data breach</li></ul> <p>Liable as data controller</p>
Global collectible toy retailer hacked in product reservation system breach	<ul style="list-style-type: none"><li>• Failure to implement appropriate security measures</li></ul> <p>Liable as both data controller and data processor</p>

To date, 6 cases have resulted in 9 administrative fines against both private sector and state agency, with total fines of THB 21.5 million, including the first renowned case. The recent wave of administrative penalties signals a clear shift: Thailand's PDPC is now actively enforcing the PDPA with tangible consequences for non-compliance.

These recent cases set precedents for both financial and reputational consequences of non-compliance to both public and private sections. To mitigate legal risks and align with the current enforcement expectations, we strongly recommend conducting a compliance audit, gap assessment and updating relevant policies, procedures and protocols.