

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

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.