

PRIVACY POLICY

(FOR CANADIAN OPERATIONS)

Last updated [date]

The following privacy policy discloses [NAME OF COMPANY]'s (the "Company") practices and policies regarding the gathering, use, or disclosure of personal information in any form whether oral, written, or electronic.

1. Personal Information We Collect

When you create an account with the Company, when you make deposits to or withdrawals from your account, or purchase any of our products or services, we collect certain personal information. That information includes but is not limited to:

- (a) your name, address, phone number, email address, age, date of birth, and gender;
- (b) credit card information;
- (c) user names, passwords, and PIN numbers;
- (d) social insurance and/or drivers license numbers;
- (e) account preferences, including wagering history, amounts spent on our products or services, number of visits to our facilities, and payment and banking information;

This information is collected and used for a number of purposes:

- (a) **To establish and maintain a commercial relationship with you and to provide you with products and ongoing services.** Personal and credit card information is required to process your transactions. Account information is retained by us to enable us to identify you, to allow you to set up, access, and manage your account and to purchase our products or services. This information is used only for these purposes and is only retained in transaction records required for internal management and auditing purposes, unless you are informed otherwise or you provide your consent.
- (b) **To understand your needs and preferences.** We maintain a record of the products or services you receive from us, and we may ask you for additional information so that we can serve you better.
- (c) **To provide you with information you have requested, and to keep you informed with respect to ongoing changes to our web site.** Your email address will be used to send you our newsletters and mailings IF YOU HAVE REQUESTED US TO DO SO. You can withdraw your consent for such mailings at any time by contacting us as set out in Section 10 below.
- (d) **To develop, enhance or provide new products and services.** The Company may from time to time conduct surveys and research, requesting input from our visitors to help us improve our web site, products or services in an effort to serve you better. Your participation in such surveys is voluntary, and in some cases you may have the option to participate anonymously. However, your name, address, email and telephone number may be required to take advantage of specials/bonuses or other benefits which are available to survey participants, in which case your contact information will only be used for notification and fulfillment purposes.