

Gamesys Privacy Mission Statement

Last updated: 1st July 2021

Gamesys' mission is to '**Craft entertainment with care**' through a number of great gambling brands it owns or operates globally while holding the highest standards with respect to privacy and the protection of personal information. We strive to be a privacy champion in the technology and gaming business. We understand that trust is the foundation for our relationship with our players, colleagues, partners and suppliers and we work to maintain that trust by building privacy protection into everything we do.

At Gamesys, we recognise the importance of protecting personal information and are committed to processing it responsibly and in compliance with applicable data protection laws in all countries in which we operate. This is demonstrated by Gamesys through achieving the ISO 27701 Privacy Information Management System certification, an internationally recognised standard which provides a framework to allow businesses like ours to demonstrate their compliance with data protection laws including the General Data Protection Regulation when processing personal data.

As we operate in the gaming sector, we are also subject to regulatory requirements set by the gambling regulators which apply to players' personal information. In line with our privacy and ethical commitments, we strongly support responsible gambling and gaming initiatives across the industry through our participation in [BeGambleAware](#) and through our membership with the Betting and Gaming Council ("**BGC**"). The [BGC](#) is the single industry association in the United Kingdom for gambling operators whose mission is to champion industry standards in betting and gaming to ensure an enjoyable and safe betting experience for all players.

We follow a 'privacy by design and default' approach to ensure that our systems and processes continue to meet or exceed the standards that are expected of us by both the applicable data protection laws and the standards set by the gambling regulators. As part of this commitment, our approach to privacy focuses on the following key principles:

- **Purpose Limitation.** Clearly specifying the purpose of the use of personal information data collected and providing players with the option of opting out of further processing of their personal information beyond the original purpose of the collection.
- **Accuracy.** Keeping personal information correct, complete and up-to-date.
- **Data Minimisation.** Collecting and holding the minimum volume of personal information required to meet the specified purpose.
- **Storage Limitation.** Retaining personal information only as long as required for the purpose for which it was collected.
- **Individual Rights.** Enabling players to access, rectify and request deletion of their personal information.

- **Security.** Implementing technical and organisational measures against unauthorised or unlawful processing of personal information and against accidental loss or destruction of, or damage to, personal information.

We are committed to respecting players' privacy when we are subject to government demands, laws or regulations that compromise privacy in a manner inconsistent with internationally recognised laws and standards and commit to notifying players in such cases, unless prohibited by law.

We have appointed a Data Protection Officer, supported by a team of privacy compliance professionals, who are responsible for our privacy compliance programme and oversee our handling of personal information across the jurisdictions in which we operate.

Our Data Protection Officer can be contacted at dpo@gamesys.co.uk

We maintain a number of internal and external policies, standards and procedures to further our commitment to the protection of personal information. Our staff are familiar with and trained in the application of those policies, standards procedures.

We implement a number of corporate ethics and sustainability processes which are described [here](#).

Our [Privacy Policy](#) and the Privacy Policies of our brands (as listed below) explain our approach to privacy in more detail. Our Privacy Policies also explain our players' rights over their personal information and enable our players to make informed choices in relation to their personal information.

Brand	Privacy Policy
Jackpotjoy	https://www.jackpotjoy.com/privacypolicy
Monopoly Casino	https://play.monopolycasino.com/privacypolicy
Smooth Bingo	https://www.smoothbingo.co.uk/privacypolicy
MEGAWAYS Casino	https://www.megawayscasino.com/privacypolicy
Rainbow Riches Casino	https://www.rainbowrichescasino.com/privacypolicy
Virgin Games	https://www.virgingames.com/privacypolicy
Canal Bingo	https://www.canalbingo.es/privacypolicy
Heart Bingo	https://www.heartbingo.co.uk/privacypolicy
Botemania	https://www.botemania.es/privacypolicy
Tropicana	https://www.tropicanacasino.com/#/privacypolicy
Virgin Casino	https://www.virgincasino.com/#/privacypolicy
Vera & John	https://casino.verajohn.com/about/privacy-policy



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