



Privacy Policy

Bingo Country is committed to protecting the personal information entrusted to us by our guests. As a service provider for OLG, the Freedom of Information and Protection of Privacy Act (FIPPA) applies to information collected on behalf of OLG, along with other privacy legislation. We protect your personal information in accordance with Ontario's Freedom of Information and Protection of Privacy Act (FIPPA), Personal Information Protection Electronic Documents Act (PIPEDA), Canada's Anti-Spam Legislation (CASL), as well as other applicable laws.

Bingo Country's privacy statement governs the collection, use, disclosure, and retention of your personal information by Bingo Country, its affiliated companies, and OLG, if applicable. It explains what types of personal information is collected from our guests, how it may be used, and how you can access your personal information or ask us questions about our privacy practices.

Any personal information collected by Bingo Country on behalf of OLG, is collected pursuant to the Ontario Lottery and Gaming Corporation Act, 1999.

This policy governs our practices with respect to personal information that we collect from our guests through our products, services, including our website.

What is Personal Information?

Under applicable privacy law(s), 'personal information' means recorded information about an identifiable individual. Bingo Country typically collects the following types of personal information:

- o Identity information, including, first and last name and in some cases the partial identification numbers on government issued identification.
- o Contact information, including your address, email address, phone number.
- o Professional information, including your occupation and/or industry you work in.
- o Transaction information, like play history, and customer service history.

Collecting Personal Information

Bingo Country collects your information for the administration of Loyalty Programs, or on behalf of OLG, for a variety of purposes. In each instance, we include a 'Notice of Collection' that describes exactly why we are collecting the information, how your personal information will be used, by whom, and why, as detailed below:

1. Bingo Country collects personal information to better serve our guests and provide a memorable player experience tailored to you. When you request to be a part of the Bingo Country Loyalty program, we collect your personal information to offer promotional materials, to deliver marketing information, and to ensure that our guests are uniquely identifiable to access their loyalty account which allows our guests to control and monitor their loyalty points, play, and upcoming events.
2. On behalf of OLG, we may collect our guests' information and transaction history to analyze and improve upon our products, services, programs, offerings, and processes- in addition to day-to-day administration of the services you engage with, we may also use personal information to assist us in evaluating and improving our products, services, programs, offerings, and processes. That may include using personal information for purposes such as:
 - o To research the operational effectiveness and business viability of current and prospective products, programs, campaigns, and services.
 - o To better understand the interests of current and prospective customers.
 - o To engage in responsible gaming research.
3. On behalf of OLG, we collect our guests' personal information to ensure that we comply with applicable laws and maintain the integrity of our operations. We may also collect and use your personal information as authorized or required under the Applicable Laws (including, without limitation, the Proceeds of Crime (Money Laundering) and Terrorist Financing Act). Through collecting our guests' personal information, we ensure that our guests are eligible to win prizes, required Family Responsibility Office checks (FRO) are processed, physical security of our guests and premises are maintained through surveillance, and to administer responsible gaming programs.

Persons Under 18

The services offered by Bingo Country are for use by persons 18 or older. If you are under 18, you may not access, attempt to access, or use the services provided by Bingo Country. We do not knowingly collect or allow the collection of personal information from any persons under 18. If a parent or guardian becomes aware that his or her children under the age of 18 has provided us with personal information, the parent or guardian may contact us at the details set out below 'Contact Us' section to have such personal information deleted.

When & Why Do We Disclose Your Personal Information?

From time to time, Bingo Country may disclose personal information to service providers or vendors (such as marketing partners or affiliates) acting on its behalf to enable them to perform specific types of processing and other specialized services in accordance with Section 40(2) of FIPPA.

Service providers and vendors may collect, use, and disclose personal information on Bingo Country's behalf as described in this policy. Service providers and vendors who process personal information on behalf of Bingo Country are contractually obligated to protect the privacy Bingo Country customers and to only process personal information for the specific purpose for which Bingo Country provides instruction or permission.

Furthermore, Bingo Country imposes information security requirements on third-party vendors and service providers to whom personal information is disclosed.

However, no method of transmission over the internet, or method of electronic storage is 100% secure. Bingo Country therefore does not warrant, represent, or guarantee the absolute security of personal information in our custody or under our control.

Bingo Country's affiliated iGaming website, Casino Time, and its partners, may obtain information about you from Bingo Country and its partners', land-based operations with regards to loyalty, events, and marketing initiatives. This information may include, among other things, information related to your land-based rewards account that we would require to make the services available to you, should you wish to obtain services from our affiliate, Casino Time or its partners; information to set up wagering accounts (if applicable), and information necessary to connect your Casino Time and land-based account(s) held by one or more of our partners.

In some cases, we may be required to disclose your personal information to fulfill our regulatory obligations, or to law enforcement where required by law. Bingo Country is a service provider of OLG and will therefore disclose the personal information of individuals who participate in the Self-Exclusion Program to OLG. The Alcohol and Gaming Commission of Ontario regulates gaming in Ontario, and as such may require access to your personal information in the commission of its duties as regulator.

As a service provider for OLG, Bingo Country is a caretaker of your personal information on behalf of OLG. On occasion, OLG may access your personal information in the administration of programs, marketing activities, and where required by law.

All records are retained in accordance with Bingo Country's Records Retention Policy and reasonable efforts are made to ensure that personal information retained by Bingo Country is up to date, accurate and complete. Any records no longer required are retained per our records retention policy and securely destroyed, unless otherwise requested by our guests.

Who Can Access Your Personal Information?

Access to personal information is strictly controlled for those employees who administer programs like marketing programs, legal and regulatory obligations, loyalty or promotional programs, and the self-exclusion program.

Your rights are important to Bingo Country. At any time, you may access your Loyalty Club account and update your information, as well as update your preferences. At any time, you may access your personal information and you may request corrections to your personal information held by either Bingo Country or OLG.

Bingo Country is not responsible for the information collection or privacy practices of other websites, including websites that are accessible through the services. You should review and understand the privacy policies posted on any linked site that you visit before using those sites or providing any personal information on them.

How Can I Opt Out?

At any time, you may request or 'opt-out' of communications from Bingo Country either by phone, in person, or by clicking the 'unsubscribe' link in emails (if applicable) generated by Bingo Country and sent to you. You may likewise contact us via the information provided below.

Bingo Country will not send you emails or text messages unless you have provided consent and/or 'opted-in' and consented to receive either emails, text messages, or both from Bingo Country or on behalf of Bingo Country via their marketing partners or affiliates.

Cookie Policy

The Bingo Country website uses cookies. Cookies are text files placed on a device when a user visits a website. Cookies may be temporary, or permanent- for example when you save your username on a website, it is considered a 'persistent' or 'permanent' cookie. Bingo Country uses cookies, but third parties may also use cookies (advertising/marketing partners).

Cookies are used to improve the customer service experience when using our website by improving your access to our site. For example, cookies allow a more seamless and quick experience when logging into your accounts.

If you have any questions at all regarding our Privacy Policy, please contact Management at Bingo Country or the OLG Support Centre by mail

Bingo Country - Sarnia

General Manager
825 Upper Canada Drive, Sarnia ON N7W 1A3

519.344.1045 Ext. 9

Bingo Country - St. Thomas

General Manager
140 Edward Street, St. Thomas ON N5P 1Z3

519.633.1984 Ext. 3

Bingo Country - Timmins

General Manager
251 1st. Ave, Timmins ON P4N 1H6

705.264.9700 Ext. 5

OLG

OLG Support Centre
70 Foster Drive, Suite 800, Sault Ste. Marie

1.800.387.0098