

BINGO

COUNTRY

GAMING ENTERTAINMENT

Privacy Policy

Bingo Country is committed to protecting the personal information entrusted to us by our guests. 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, 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 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 and services, including our website and any applications offered by Bingo Country.

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:

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

Collecting your personal information

Bingo country collects your information for the administration of Loyalty Programs, 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. We may collect our guests' information and transaction history to create a better gaming experience for our guests and improve our product offerings.
3. We collect our guests' personal information to ensure that we comply with applicable laws and maintain the integrity of our operations. 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.

Using and disclosing your personal information

Bingo Country may disclose your personal information to our marketing partners. In all cases, our third-party partners are contractually obligated to protect your personal information and Bingo Country will not be responsible for any misuse of that information. Bingo Country will not sell, rent, or lease your personal information.

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. 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.

Bingo Country is a caretaker of your personal information. On occasion, Bingo Country 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 every effort is 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.

Access to personal information is strictly controlled for those employees who administer programs like marketing programs, 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 Bingo Country. Please contact the Bingo Country via email, or per the contact information shown below. 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. Bingo Country will not send you emails or text messages unless you have provided consent and/or 'opted-in.'

Bingo Country offers its customers the use of an application or 'app,' an application that is downloaded by our customers to their own personal devices. The 'app' once downloaded offers up to date information regarding current jackpot amounts. The Jackpot City app is not interactive beyond this use and does not collect personal information beyond cookies and log-in information. Customers of Bingo Country consent to the installation of the app on their personal device, by clicking the 'download' button. By downloading the Jackpot City app, customers may consent to receive 'push' notifications on their personal device. Customers may opt out of receiving push notifications at any time via their device settings or by declining to receive push notifications when asked. Customers may delete the application at any time or opt out of receiving communications from Bingo Country at any time.

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 by phone or mail:

Bingo Country

General Manager

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