

Here at A McLean Bookmakers we care about your privacy and we respect your privacy rights.

By using <http://www.A McLean Bookmakers.com> (hereinafter referred to as the Website) you permit the collection and use of your personal information as outlined below and you signify your agreement to this Privacy Policy last updated on 1st May 2012. If you do not agree with these terms, you should not use the Website.

The following discloses information gathering and dissemination practices for the website and telecenter;

1 ABOUT OUR PRIVACY POLICY

- a) A McLean Bookmakers is registered with the Gambling Commission UK, licence No: 40128
- b) Our website <http://www.A McLean Bookmakers.com> (including all pages with these domain names) and the services provided on the Website are operated by A McLean Bookmakers, having its registered office at 402 LISBURN ROAD, BELFAST, BT9 6GN, Northern Ireland ("we", "us" "A McLean Bookmakers" and "our"). The Website Terms describe the A McLean Bookmakers Services provided to the public via the Website.
- c) This policy (together with our Terms and any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data, and how we will process it.

2 HOW WE COLLECT INFORMATION ON WEBSITE

- a) When registering as a user for tele-betting you will be asked to provide information to us. You are required to complete a registration form in which you must provide us with your details including but not limited to, your title, gender, forename, and surname, date of birth, email, address, and phone number. We will inform you at the time of collecting other information from you whether you must provide the information and whether the provision of information requested by us is optional.
- b) Your user information will not be used by us for any purpose other than direct communication with you
- c) We may collect and process the following data about you:
- d) your title, gender, forename, surname, date of birth, nationality, email, address, phone number, Account currency, username, encrypted password, payment details, bank account details and Card details;
- e) an internationally recognised photo ID (passport, driving licence), a utility bill, proof of identity, residence and/or age, and/or a bank or credit card statement relating to your payment details that are registered with us;
- f) if you contact us, we may keep a record of that correspondence;
- g) information that you submit in response to a survey(s) or poll;
- h) details of transactions you carry out through your account number with us;

- i) when you make a withdrawal from your Account, we may require the following from you to effect the withdrawal and may carry out a security check:
- j) a photocopy of both sides of your Card clearly showing your signature;
- k) a faxed copy of your passport or driving licence;
- l) a copy of your Card statement header showing your billing address; and
- m) We reserve the right to conduct credit checks with third party credit and financial institutions in order to confirm any information that you have provided to us or to determine your ability to perform this Agreement.

3 USES MADE OF THE INFORMATION

- a) We collect and use information from users of the Website for the following purposes:
- b) setting up, operating and managing your Account;
- c) providing the Services requested by you from us via our Telecentre and to carry out our obligations arising from any contracts entered into between you and us;
- d) reviewing and determining your eligibility to open an account with us;
- e) to enable us to carry out statistical and other analysis;
- f) verifying the accuracy of your information or the processing of Bets or transactions, including disclosure of such information to third parties (including financial institutions, software providers, identity verification, age verification and credit reporting agencies) in connection with such purposes (a record of the search will be retained and the third party may use the information to assist other companies for verification purposes);
- g) verifying the payment details that you have provided to us, including the address of your Card;
- h) confirming the details that you have provided to us in relation to your Account;
- i) verifying your eligibility to win or place a Bet with our tele-center;
- j) contacting you using your contact details to tell you about changes to the Website or Services, technical or security issues, updates and changes to this Policy or our Terms;
- k) complying with our regulatory and legal obligations;
- l) providing customer support services;
- m) ensuring that content from the Website and the Services are presented in an effective manner for you and for your computer;
- n) providing you with information regarding our products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes;
- o) allowing you to participate in interactive features of our service or Website, when you choose to do so; or,
- p) reporting of crime or suspected crime, including money laundering or fraud.
- q) In order to validate Account information we also reserve the right to request further information from you prior to any withdrawals that you request to be made from your Account. You agree that we can

contact you using the contact details that you have provided to us for this purpose.

- r) Except as set out in this Privacy Policy, we do not sell, rent, share, trade or give away any of your personal information to third parties. We may give some of your personal information to third parties who operate payment processors for purposes relating our tele-center and Services, or other related purposes and to other third parties for the purposes of verifying information that you provided to us (e.g. provision of information to banks for verifying credit card payments).
- s) We may also use your email address or your postal address to send you updates or news regarding the Website or Services, but you may choose not to receive emails of this type by calling our Freephone 0808-2389682, and asking an agent to update your account preferences.

4 DISCLOSURE OF YOUR INFORMATION TO OTHER PEOPLE

- a) We will not disclose to any third party personal information that you provide to us unless (i) we have your permission, (ii) it is required or permitted by law, or (iii) your agreement with us permits such disclosure.
- b) If you provide personal information to us, you understand and agree that we may disclose your personal information for the following purposes to the following third parties:
- c) if you have indicated at registration, or at any time during your time as a user of our call centre, that you are happy to receive information or promotions from selected third parties about goods and services which may be of interest to you, you consent to us sending your information to such third parties so that they may provide you with such offers or information. You may opt out of receiving such offers or change your preferences at any time by calling 0808-2389682, and asking an agent to update your account preferences.
- d) to any prospective seller or buyer of any business or assets related to the Website or all or part of A McLean Bookmakers in respect of the sale or insolvency and the ultimate seller or buyer;
- e) to a third party if we are under a duty to disclose or share your personal data with that third party in order to comply with any legal obligation, or in order to enforce or apply our Terms and other agreements, or to protect the rights, property, reputation, security or safety of A McLean Bookmakers, our Website, our customers or others; this includes (but is not limited to) exchanging information with or providing information to third parties for the purposes of fraud protection and credit risk reduction;
- f) to any law enforcement or revenue authorities when requested to do so to the extent necessary to adequately deal with the requests made or in order to facilitate their investigation of payment fraud, tax payment or any unlawful or suspected unlawful activity;
- g) to any operator, payment processor, verification service provider, marketing partners that/who provide services to us in relation to the Website or Service, including any person specifically named in our Terms or in other agreements that form part of our agreement with you;

- h) to your bank or Card scheme operator in order to verify the Card information or bank information that you provide to us and/or to recover payments made to you in error, in accordance with the Terms;
- i) to any payment collection agency that we may decide to use in order to recover monies owing by you to us;
- j) to AttheRaces Limited, British Horseracing Board Limited or such other licensor of Race Data from time to time, for the purposes of facilitating those companies exercise their rights granted to them under the Terms or the exercise of our rights;
- k) to Independent Betting Adjudication Service for the purposes of investigating a Query made under the Terms; and/or
- l) to our licensors, the Gambling Commission of Great Britain, which requires unrestricted access to all player details and records in order to regulate the online gambling industry and to ensure that it is conducted honestly and fairly and remains free from criminal influence, or any other licensing or regulatory authority which we may deal with in relation to the Website.
- m) We do not disclose personal information about you to third parties (including advertisers or marketing companies).
- n) in connection with the provision of our Services or the proper operation of our Website, we may need to transfer data, including personal information, to other companies not incorporated in the same jurisdiction. You agree that we may transfer personal information we hold about you to any country, including countries outside the European Economic Area, in accordance with this Privacy Policy.

5 SECURITY AND CONTROL OF YOUR PERSONAL DATA

- a) We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.
- b) Where we have given you (or where you have chosen) a password which enables you to bet with us via our tele-center, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.
- c) We retain the right at all times to monitor, retain and disclose any information as necessary to satisfy any applicable law, regulation, legal process or regulatory authority request, to ensure that the Services are properly used, that this Agreement is being complied with or to investigate a suspected breach of this Agreement.
- d) Although we cannot completely guarantee the security of your data transmitted via the Website, we will do our best to protect your personal data. You must understand, however, any transmission of data by you over the internet is carried out at entirely your own risk. You acknowledge that we are not responsible for any intercepted information sent via the Internet, and you hereby release us from any and all claims arising out of or related to the use of intercepted information in any unauthorised manner.

6 LINKS TO THIRD PARTY WEBSITES

- a) The Website and Service may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates as well as third party websites to which we have no affiliation. If you follow a link to

any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.

7 TELEPHONE SERVICES

a) Telephone calls to and from our any of our telephone numbers may be recorded for training and/or security purposes.

8 IP ADDRESSES AND COOKIES

a) 8.1 We may collect information about your computer, including (where available) your IP address, operating system and browser type, for system administration, statistical purposes. This is statistical data about our users browsing actions and patterns, and does not identify any individual.

9 ACCESS TO INFORMATION AND UPDATING, VERIFYING AND DELETING PERSONAL DATA

- a) At any time, you can make a written request to us to have access to all the personal information that we hold about you. We reserve the right to charge you a small administrative charge should you make such a request; the current maximum charge is £10 for responding to a request.
- b) You may inform us of any changes in your personal data and in accordance with our obligations to you by contacting us at info@amcleanbookmakers.com; we will update or delete your personal data accordingly. You can change relevant personal data anytime by calling our tele-center 0808-2389682,.
- c) It is your responsibility to tell us when information that you have provided to us is out of date or needs to be amended.

10 COMPLETE CESSATION OF USE

If in the case you close your Account, your personal details saved in our system will be retained for so long as is reasonably necessary for us to ensure that we may enforce of legal rights and to comply with the agreements that we have relating to our Website and the Services, including in relation to any need we may have to demonstrate compliance with law or to prosecute or defend of legal claims or allegations or legal proceedings.

11 CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by email. You should visit this page periodically to review any changes to the Privacy Policy.

12 USER FEEDBACK AND COMPLAINTS

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to info@amcleanbookmakers.com