

Annex C – Data protection and direct marketing contractual language

Privacy and Data Protection

For the purpose of this section, “**Personal Data**” means any data that can or may be used whether alone or in combination with other information in order to identify a single person. “**Data Protection Legislation**” means all data protection and privacy laws applicable to the processing of Personal Data, including after 25 May 2018, Regulation 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of Personal Data and on the free movement of such data (General Data Protection Regulation) (“**GDPR**”).

1. You shall ensure that all individuals (including potential Players) who you engage or communicate with through the Affiliates Sites (“**End Users**”) have been informed of, and if required by Data Protection Legislation, have given their prior consent to any collecting or processing of their information (including any Personal Data), in connection with this Agreement.
2. You shall not in any manner infringe an End User’s privacy rights and shall not collect, transmit, disclose, copy or use End User’s Personal Data without having obtained the End User’s specific, informed and unambiguous consent.
3. You will post in each of the Affiliates Sites a prominent privacy policy (“**Privacy Policy**”) which includes a clear and accurate description of the information that is collected and how you collect, use and share this information, stating the exact purposes and the type of recipients of any such collected information.
4. You shall handle all Personal Data collected from End Users strictly in accordance with applicable Data Protection Legislation.
5. You shall take adequate technological and any other necessary security measures in order to safeguard End Users’ Personal Data which is collected or processed by you.
6. You shall provide reasonable cooperation and assistance to VIPs Casino in relation to your processing of Personal Data in order to allow VIPs Casino to comply with its obligations under Data Protection Legislation and upon reasonable and written notice, allow your data processing procedures and documentation to be inspected by VIPs Casino in order to ascertain compliance with this Section 9.
7. You shall at all times allow End Users to exercise their rights under the Data Protection Legislation (e.g. the right of access, right to rectification, restriction of processing, erasure, etc.).
8. You shall use the Hashing Guidelines provided by VIPs Casino to maintain the anonymity of the excluded Players’ List. To access the guide & the list click [here](#), the file is constantly updated therefore download the latest file every time before sending a communication.

Direct Marketing

To the extent that Affiliate carries out direct marketing activities (including, without limitation, email campaigns or other direct campaigns; collectively “**Direct Marketing**”), which promote services or products offered by VIPs Casino and/or Affiliate and/or other third parties (“**Communications**”), then Affiliate shall:

1. Comply with any and all Data Protection Legislation that apply to such activity, including without limitation the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR) and the e-Privacy Directive;
2. Ensure that it has provided the data subjects with any notice necessary as required under Data Protection Laws, prior to delivering any Communications;
3. Ensure that it has obtained and sufficiently recorded the data subjects' affirmative consent (including recording of the user ID, timestamp, relevant domain and source, and other relevant data as necessary) prior to delivering any Communications;
4. Upon VIPs Casino's request, provide VIPs Casino with any and all records relating the data subjects' affirmative consent and notices provided to the data subjects;
5. Ensure that any and all Communications include a clear and conspicuous notice of the opportunity to opt-out of receiving future Communications, in an easy manner;
6. Record and comply with any request to opt-out or unsubscribe from receiving Communications, as soon as technically feasible, and in any event within no later than twenty four (24) hours as of the receipt of such request;
7. Ensure that the recipient of a Communications shall not be required to pay a fee or provide any other information for the purpose of opting-out of receiving communications;
8. Ensure that communications are not delivered to any data subject that was indicated, either by VIPs Casino or otherwise, to be excluded from the receipt of communications, as directed by VIPs Casino, from time to time.