

## EVOLUTION, NOT REVOLUTION

# The General Data Protection Regulation (**GDPR**)

**KINDRED GROUP HAVE OVER 20 YEARS'** experience of carefully managing customer data and information as part of our operations. It is important for us to make sure that personal information is handled in a proper manner. Kindred complies with data protection regulations and we will do our best to explain how we handle your personal information and what rights you have. The information presented below is designed to give you a better understanding of GDPR in general and how Kindred is approaching it.

**THE GENERAL DATA PROTECTION REGULATION (GDPR)** is a European data privacy and protection law that goes into effect on 25 May. The new regulation can be seen as a development of the current EU data protection rules, but with a wider scope. The GDPR affects all companies that process EU citizens' personal data, and aims to protect data rights for individuals by harmonise data privacy laws across Europe.

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### Does the GDPR allow me to be forgotten from all organisations when I want to?

No, customers have the right to ask their data to be deleted but Kindred has a legal obligation to keep data for a longer time, just like banks. Depending on what type of data you are requesting we must keep your data, normally between 5–10 years.

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### If local legislation gives a company right to save data, will local legislation now have to follow GDPR instead?

The GDPR does not cancel Kindred's obligations under different legislation. If we are obliged to keep the data for a specific period of time, under for example gambling laws, we need to comply with that requirement.

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### Is it true that Kindred and other gambling companies must erase all my customer data if I close an account?

No, Kindred and other gambling companies have an obligation to keep data after customers have deleted an account, just like banks.

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### When a customer discloses that he or she has a gambling problem, does the GDPR force Kindred to erase all records?

No, Kindred and other gambling companies have an obligation to keep data after customers have deleted an account. Kindred have a responsibility to prevent people with gambling problems from playing. Only the minimum data required will be kept.

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### For how long is Kindred allowed to store data on a customer who is no longer active or has closed his or her account?

Gambling companies have an obligation to store data as long as necessary to comply with requirements under local and European legislation, just like banks.

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### What will be the most significant change in how you handle customers' data when the GDPR goes into effect?

The GDPR is considered to be an evolution rather than revolution, so there will be no significant changes in the way the data is handled. We will continue in our efforts to provide safe gaming environment to all our players, providing them with the best possible customer experience.

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### When I have self-excluded, is Kindred allowed to send any information to me?

Kindred does not send commercial information to self-excluded players, as part of Kindred's sustainability policy.

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### I have requested to not receive any direct marketing from my gambling company, yet they send me information about my account. Is this allowed?

Sending commercial information is only allowed if you have given your prior consent. But, you can always unsubscribe to avoid receiving commercial information. However, there is a difference between direct marketing and account information. Information about players' accounts are is called a service message. Sending service messages are necessary in order to, among other things, communicate information about changes affecting the account.

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### How long do I have to wait before I have the right to receive all the information Kindred have stored that involves my personal data?

This depends on the complexity of the request and every case is handled individually. It should, however, not take longer than one month.