

PRIVACY POLICY

Introductory Remarks

This Privacy Policy (hereinafter referred to as the "Policy") outlines the practices and principles of Meridianbet Group (hereinafter referred to as the "Company", "Meridianbet", "Meridian Gaming", "Enterprise" or "Corporation") concerning the collection, use, storage, and protection of personal data from our users and customers across more than 15 jurisdictions where we operate. The Policy applies to all employees, department heads, and sector managers who ensure the protection of personal data by complying with the provisions set forth in this document, applicable data protection laws, and regulations in each respective jurisdiction.

Scope and Application

This Policy applies to all personal data collected, processed, and stored by the Company in connection with its services, including through its websites, mobile applications, and any other digital platforms operated by Meridianbet.

Jurisdiction-Specific Considerations

We acknowledge that, as a gaming and betting enterprise operating in numerous jurisdictions, each jurisdiction may have its own set of data privacy laws and regulations. As a result, we are dedicated to adhering to all applicable rules and regulations in the countries in which we operate. As required by the specific jurisdiction, we may modify our data processing practices, obtain additional user consent, or appoint local representatives.

To fulfill jurisdiction-specific laws, we may create and implement supplemental privacy notifications or policies that give more information or detail about our data processing practices in that jurisdiction. If available, users should refer to these supplemental notices or policies to understand how their personal data is processed in their specific jurisdiction.

Types of Data Collected

We collect personal data from our players in order to offer the greatest gaming experience possible while also meeting legal and regulatory standards. Personal data may include, but is not limited to, the following:

- Identification information, including name, birth date, gender, address, phone number, email address, and other contact information;
- Account information: username, password, account preferences, transaction history, and communication preferences;

- Technical data: IP address, device type, browser type, operating system, and other relevant and minimum necessary technical information;
- Verification data: copies of identification documents, utility bills, bank statements, and other documents required for identity and age verification purposes;
- Financial data: payment details, bank account information, and transaction history.

Purposes of Data Collection

We collect, process, and store personal data for the following purposes:

- To provide our services and create a personalized, responsible gaming experience for our users;
- To process transactions, manage user accounts, and provide customer support;
- To comply with legal and regulatory standards, such as anti-money laundering (AML) and jurisdiction-specific know-your-customer (KYC);
- Maintain responsible communication with users regarding promotions, upgrades, and other marketing-related activities;
- To safeguard our systems' security and integrity, detect and prevent fraud, and provide a safe and fair gaming environment.

Data Protection Measures

We are committed to safeguarding the privacy and security of our users' personal data. To achieve this, we implement appropriate technical and organizational measures, including:

- Encryption of data during transmission and storage;
- Restricted access to personal data, limited to authorized personnel only;
- Regular security audits and assessments;
- Ongoing employee training on data protection and privacy best practices;
- Incident management procedures to promptly address any data breaches or security incidents.

Data Retention

We keep personal data for as long as it is required to accomplish the purposes for which it was collected or as required by applicable laws and regulations.

Once the data is no longer needed, we securely dispose of it in accordance with our data retention and deletion policies.

Data Access Right

Our users have certain rights concerning their personal data, including the right to access, rectify, erase, restrict, or object to the processing of their data, and the right to data portability. To exercise these rights or to obtain more information about our privacy practices, users can contact our Data Protection Officer (DPO) and/or designated representative.

Policy Update

The Company may update this Policy from time to time to reflect changes in our data processing practices, legal requirements, or other factors. We inform our users about the provisions and encourage them to periodically review this Policy to stay informed about our commitment to protecting their personal data.