

ORGANISATIONAL PRIVACY LEGAL STATEMENT (TIER 3)

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Privacy Notice

Inspired Entertainment, Inc. and Group Companies

1. Introduction

Inspired Entertainment, Inc. and its group companies ("Inspired", "we", "us" or "our") are committed to protecting and respecting your privacy.

This Privacy Notice explains how we collect, use, share and protect personal data when you:

- visit or interact with our website;
- engage with us as a business contact, supplier or partner;
- apply for employment with us; or
- otherwise communicate or interact with us in the course of our business.

This notice is provided in accordance with:

- the UK General Data Protection Regulation (UK GDPR);
- the Data Protection Act 2018 (DPA 2018); and
- where applicable, the EU General Data Protection Regulation and other relevant data protection laws.

This website and our services are intended for use by business partners and regulated gambling operators. They are not directed at children, and we do not knowingly collect personal data relating to children.

You should read this Privacy Notice together with any other fair processing notice we provide at the point of data collection.

2. Who We Are

Inspired is a global games technology company supplying virtual sports, mobile gaming, online gaming and server-based gaming systems, associated terminals and digital content to regulated betting and gaming operators worldwide.

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For the purposes of the UK GDPR and DPA 2018:

Data Controller

For this website and related business activities, the data controller is:

Inspired Gaming (UK) Limited
First Floor, 107 Station Street
Burton-on-Trent
Staffordshire, DE14 1SZ
United Kingdom

Inspired Gaming (UK) Limited is part of the Inspired Entertainment, Inc. group of companies, including:

- Inspired Gaming (USA) Inc
- Inspired Gaming (Holdings) Ltd
- Inspired Gaming International Ltd
- Inspired Gaming Gibraltar Ltd
- Inspired Gaming (Greece) Ltd
- Inspired Software Development (India) LLP
- Inspired Entertainment (Malta) Holdings Ltd
- Inspired Entertainment (Malta) Ltd

Where another group company acts as controller in a particular context, this will be made clear at the point of data collection.

3. Data Protection Officer (DPO)

We have appointed a Data Protection Officer (DPO) who is responsible for overseeing compliance with data protection laws.

Contact details:

Email: dataprotection@inseinc.com

Post:

FAO: Data Protection Officer
Inspired Gaming (UK) Limited
First Floor, 107 Station Street
Burton-on-Trent

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Staffordshire, DE14 1SZ
United Kingdom

You have the right to make a complaint at any time to the UK Information Commissioner's Office (ICO) (www.ico.org.uk). We would, however, appreciate the opportunity to address your concerns first.

4. Changes to This Privacy Notice

We keep this Privacy Notice under regular review and may update it from time to time. The date of the latest revision is contained within the header of this document.

5. Third-Party Websites

Our website may contain links to third-party websites. This Privacy Notice does not apply to those websites, and we are not responsible for their privacy practices.

6. The Personal Data We Collect

Personal data means any information about an individual from which that person can be identified.

We may collect, use, store and transfer the following categories of personal data:

- Identity Data: first name, last name, job title, username or similar identifier, gender.
- Contact Data: business address, email address, telephone number.
- Technical Data: IP address, login data, browser type and version, time zone, operating system, platform and other technology on devices used to access our website.
- Usage Data: information about how you use our website, products and services.
- Marketing and Communications Data: your preferences in receiving marketing communications from us.

Aggregated Data

We also collect Aggregated Data (such as statistical or demographic data). Aggregated Data is not considered personal data as it does not identify you.



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Special Category Data

We do not normally collect Special Category Personal Data through this website.

In limited circumstances (for example during recruitment), we may process health information where necessary to comply with employment and equality law obligations.

7. If You Fail to Provide Personal Data

Where we need to collect personal data by law or under a contract with you and you fail to provide that data, we may be unable to perform the contract or provide services. We will notify you if this is the case.

8. How We Collect Personal Data

We collect personal data in the following ways:

Direct Interactions

You may provide personal data by:

- completing forms;
- corresponding with us by email, phone or post;
- applying for a role;
- attending meetings or events;
- entering into a contract with us.

Indirect Collection

We may receive personal data from:

- recruitment agencies;
- business partners;
- marketing agencies;
- publicly available sources (e.g. professional networking platforms).

Where we obtain your personal data indirectly, we will provide you with an Article 14 transparency notice where required.

Automated Technologies

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As you interact with our website, we may automatically collect Technical and Usage Data using cookies and similar technologies. Please see our Cookie Policy for further details.

CCTV and Call Recording

CCTV operates at certain Inspired premises for security, crime prevention and regulatory compliance purposes.

Telephone calls may be recorded for training, quality assurance, evidential and regulatory compliance purposes.

9. Lawful Bases for Processing

We will only process your personal data where we have a lawful basis under Article 6 UK GDPR. These include:

- Performance of a contract – where processing is necessary to perform a contract with you or take steps at your request before entering into a contract.
- Legal obligation – where processing is necessary to comply with a legal or regulatory obligation (including gambling regulatory requirements).
- Legitimate interests – where processing is necessary for our legitimate business interests and your interests and fundamental rights do not override those interests.
- Consent – where you have given clear consent for a specific purpose (for example, certain marketing communications or analytics cookies).

Where special category data is processed, we will also rely on a condition under Article 9 UK GDPR and Schedule 1 DPA 2018.

10. Purposes, Retention and Lawful Basis

We process personal data for purposes including:

- managing business relationships and contracts;
- providing and improving our products and services;

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- marketing and business development;
- recruitment and HR administration;
- regulatory compliance, including gambling-related legal obligations (such as age verification and self-exclusion where applicable);
- security and fraud prevention;
- internal reporting and analytics.

We retain personal data only for as long as necessary for the purpose for which it was collected, including to satisfy legal, regulatory, accounting or reporting requirements. Retention periods are determined based on:

- statutory and regulatory requirements;
- limitation periods for legal claims;
- operational necessity; and
- guidance issued by supervisory authorities.

Where possible, data will be anonymised or securely deleted when no longer required.

Purpose	Type of Data	Retention	Storage Location	Lawful Basis
Marketing communications	Name, company, email, location	While subscribed	UK data centres	Consent / Legitimate interests
CRM (internal)	Business contact details	Contract term + 2 years	UK data centres	Contract / Legitimate interests
CRM (external)	Business contact details	24 months	EEA data centres	Contract / Legitimate interests
Recruitment	CV and contact details	6 months (unsuccessful)	UK DCs / UK SaaS	Consent / Legitimate interests
Website analytics	IP address	3 months (live), 3 years (archived)	UK DCs	Consent

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Purpose	Type of Data	Retention	Storage Location	Lawful Basis
CCTV	Images	31 days	UK DCs	Legal obligation / Legitimate interests
Call recording	Voice recordings	100 days	UK/EEA DCs	Legitimate interests
Age verification	ID data	2 years	AWS (Ireland)	Legal obligation
Self-exclusion schemes	Identification data	Duration of scheme + statutory periods	UK & EEA DCs	Legal obligation / Public interest
Report generation	Name, company, email, location	30 days	UK/EEA DCs	Consent
Customer and supplier due diligence	Name, address, date of birth, ID card, passport of directors and ultimate beneficial owners and if the individual is a politically exposed person ("PEP") or not. In some instances, we may also process criminal offence data	During the term of the client agreement and for a period of 6 years thereafter	UK/EEA DCs	We collect the personal data solely for the purpose of carrying out know your client due diligence to comply with our legal obligations for example including but not limited to Anti-Money Laundering regulations

11. Cookies

We use cookies and similar technologies to:

- enable core website functionality;
- analyse website traffic;



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- improve user experience.

Where required by law, we obtain your consent before placing non-essential cookies on your device. You can manage your preferences through our cookie consent mechanism or via your browser settings.

You can control cookies through your browser settings. For more information, please see our Cookie Policy:

<https://inseinc.com/wp-content/uploads/2019/06/Website-Cookie-Policy.pdf>

12. Disclosure of Personal Data

We may share personal data with:

- other companies within the Inspired group;
- trusted third-party service providers acting as processors under written contracts compliant with Article 28 UK GDPR;
- professional advisers (including legal, financial and audit advisers);
- regulators, law enforcement authorities and supervisory bodies (including gambling regulators where required);
- potential buyers or investors in the event of a merger, acquisition or corporate restructuring.

Use of Artificial Intelligence Tools

We may use Artificial Intelligence (AI) and AI-enabled productivity tools (such as Microsoft Copilot) to support internal functions including drafting, analysis and reporting.

AI tools are used solely as support tools under human oversight. They do not operate autonomously or make legally significant decisions about individuals without human involvement.

All processing involving AI tools is conducted in accordance with UK GDPR principles, including transparency, data minimisation and security.



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13. International Transfers

As a global organisation, we may transfer personal data outside the United Kingdom.

Where we do so, we ensure appropriate safeguards are in place, including:

- transfers to countries subject to a UK adequacy decision;
- the use of the UK International Data Transfer Agreement (IDTA) or UK Addendum to the EU Standard Contractual Clauses; or
- other legally approved transfer mechanisms.

You may request further details of the safeguards we use.

14. Data Security

We have implemented appropriate technical and organisational measures to protect personal data, including safeguards against:

- unauthorised or unlawful processing;
- accidental loss, destruction or damage;
- unauthorised disclosure or access.

Access to personal data is restricted to those employees, agents and contractors who have a legitimate business need to know.

We maintain procedures for detecting, reporting and investigating personal data breaches and will notify affected individuals and the ICO where required by law.

15. Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected, including legal, regulatory and accounting requirements.

In some cases, we may anonymise data for research or statistical purposes.

16. Your Legal Rights

Under the UK GDPR and DPA 2018, you have the following rights, subject to certain exemptions:

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- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- rights relating to automated decision-making.

To exercise your rights, please contact our DPO.

You will not normally have to pay a fee to exercise your rights. We may request specific information to verify your identity before responding.

17. Complaints

You may complain to the UK Information Commissioner's Office (ICO) at any time. We encourage you to contact us first so we can try to resolve your concern.

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Document Owner and Approval

The General Counsel is the owner of this document and is responsible for ensuring that it is reviewed in line with the review requirements of the ISMS.

A current version of this document is available to all members of staff on the corporate intranet.

This statement was approved by the Director of Information Security and is issued on a version-controlled basis under his/her signature.