



# Notice of Collection of Information

As part of its conduct and management of lottery schemes and gaming in Ontario, the Ontario Lottery and Gaming Corporation ("OLG") and/or its third party service provider, Delta Bingo Inc. ("Delta"), collect player gaming-related personal information at participating Delta bingo & gaming centres under the authority of section 3 of the *Ontario Lottery and Gaming Corporation Act, 1999* (Ontario), in accordance with the *Freedom of Information and Protection of Privacy Act* (Ontario) and other applicable laws.

Such information is collected and used by OLG and/or Delta for the principal purposes of:

- developing, providing for, undertaking, organizing, conducting and managing and operating lottery schemes and gaming in Ontario;
- assisting in the proper management of games of chance and maintaining the integrity thereof, including the use of video surveillance and monitoring casino transactions;
- administering and managing loyalty programs, tournaments, contests, offers and promotions, including player registration, player identity and eligibility verification, payment processing, investigating and validating prize claims, fraud detection, publishing winners' information (name, city of residence, game(s) played and prize amount), and facilitating sign-up for additional/new services or offers;
- administering responsible gambling programs, including player data analytics and providing players with feedback based on play patterns and behaviours;
- improving service delivery and customer experience;
- researching and improving the effectiveness and business viability of current and prospective products, programs, campaigns and services;
- providing players with information that they have opted into to receive, including but not limited to marketing materials, contests, offers, coupons, and surveys;
- carrying out research initiatives conducted by OLG and/or Delta to better understand the interests of current and prospective customers;
- disclosing player contact information on consent, including to research organizations for participation in research studies;
- internal business purposes of OLG and/or Delta; and
- complying with legal and regulatory requirements, including sharing personal information and transaction details with regulators and law enforcement authorities where required; and disclosing player contact information and the date and time of a player's attendance at Delta bingo & gaming centres, to Ontario public health authorities, if they request it for contact tracing or other public health purposes.

Delta's handling of player personal information is subject to Delta's Privacy Policy linked here <https://deltabingo.com/privacy-policy/> (the "Privacy Policy") as amended from time to time, in accordance with its terms, which is incorporated herein by reference. The Privacy Policy sets out additional terms and rights which apply to player personal information. By agreeing to this Notice, players are also agreeing to the terms of the Privacy Policy. Players can exercise their rights to opt out of certain information handling practices, including unsubscribing to certain marketing and promotional communications, by contacting Delta as instructed in the Privacy Policy under the heading "How to Exercise Your Rights".

For more information on how Delta uses player personal information, contact Delta's Privacy Officer at [privacy@deltabingo.com](mailto:privacy@deltabingo.com). For more information on how OLG uses your personal information, visit [olg.ca](http://olg.ca), write to OLG at Ontario Lottery and Gaming, Attention: Privacy, 4120 Yonge Street, Suite 409, Toronto, ON M2P 2B8. Additional assistance may also be obtained by speaking to an OLG Customer Service Representative by calling toll free 1-800-387-0098.

Delta Bingo Inc.