

## Betsson & Data Privacy – Policy and framework summary

Betsson operates within a framework of various privacy laws, including but not limited to the General Data Protection Regulation (EU) 2016/679. In an era where digital interactions and data exchange are integral components of the business landscape, safeguarding user privacy has become a paramount concern for organisations across industries. Betsson Group, a leading player in the igaming sector, recognises the critical importance of protecting personal data and maintaining the trust of our customers, stakeholders, and partners. This summary explains Betsson Group's work within the data privacy area;

- **Groupwide Data Protection and Privacy Framework ('GDPPF'):** The GDPPF is designed to provide extensive guidance on privacy and data protection matters across all operations by laying down responsibilities and governing principles that need to be adhered to in the course of business by all Betsson Group employees. Moreover, the GDPPF, together with the relevant information security policies, sets out a minimum level of data protection principles that should be adhered to by all parties wishing to engage in personal data processing/sharing operations with Betsson Group.
- **Responsibility for Privacy:** The Group's operational management has designated a Group Data Protection Officer (DPO) as a specific function responsible for the Group's data privacy strategy and performance. The Operational management are ultimately responsible for the implementation of privacy principles and compliance with the respective areas. This ensures a clear chain of accountability, demonstrating Betsson Group's commitment to upholding privacy standards at the highest organisational levels.
- **Data Subject Rights:** Betsson Group guarantees individuals' rights by providing mechanisms for access, rectification, and deletion of their personal data. The Group acknowledge the importance of empowering individuals to control and manage their information.
- **Personal Data Breach remediation:** Betsson Group has implemented a data breach remediation process that encompasses both reactive and proactive measures. The plan is designed to respond to any personal data breaches in a timely manner, also considering any reporting requirements to the competent authorities and/or affected data subjects, while also proactively identifying and addressing potential vulnerabilities.
- **Non-Sale of personal data to third parties:** Betsson Group adheres to a strict policy of not selling or providing personal data to third parties for purposes other than completing transactions or services, unless it has an appropriate legal basis at law. This commitment reflects Betsson's dedication to safeguarding user information and maintaining trust.
- **Data retention and deletion practices:** Betsson Group has established a data retention and deletion policy which defines clear protocols to anonymize data after a defined amount of time, aligning with best practices for data minimisation.

- **Data Protection for suppliers and business partners:** The Group extends its commitment to data protection to suppliers and business partners to ensure a holistic approach to data protection across the entire supply chain. As a safeguard, Betsson incorporates explicit warranties in its agreements with suppliers ensuring they adhere to rigorous data privacy standards.
- **Employee training:** Betsson Group recognises the importance of employee awareness and education in maintaining high privacy standards. All employees, including contractors, are provided with annual training, in addition to ad-hoc subject specific training, ensuring that they are well-informed about privacy policies, regulations, and best practices.

At Betsson, we are dedicated to protecting our customers' and stakeholders' privacy while providing an exceptional gambling and betting experience. Our players' trust is paramount; therefore, we have a strong commitment to maintaining the confidentiality and security of their personal information. As our supply of gaming services evolve and improve, so might our policies. Consequently, our GDPPF and its policies, processes and routines are regularly reviewed, developed and re-approved to align with external requirements and expectations on safe handling of personal data.

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