



The Betting and Gaming Council (or the “BGC”) is the industry association for (amongst other gambling businesses) licensed land-based casinos in Great Britain. The BGC’s registered office is c/o EMW 1st Floor 90 Chancery Lane London WC2A 1EU and it is registered at Companies House under the registered number 12213577. Contact details for the BGC are as follows: +44 (0)20 7434 2111; email [info@bettingandgamingcouncil.com](mailto:info@bettingandgamingcouncil.com); web [www.bettingandgamingcouncil.com](http://www.bettingandgamingcouncil.com)).

The SENSE self exclusion scheme is operated by The Betting and Gaming Council on behalf of UK land-based casinos.

## PRIVACY

### HOW PERSONAL INFORMATION ABOUT ME WILL BE USED

#### What information will BGC collect and store about me?

The Betting and Gaming Council (BGC) collects personal information (including a photograph) from you when you enrol on the SENSE self exclusion scheme. BGC is the controller and responsible for your personal information.

BGC also collects personal information about you which is provided by the UK land-based casinos participating in the SENSE scheme. This includes information which is directly related to your voluntary self-exclusion, as well as any additional information that relates to breaches or attempted breaches by you of your voluntary self-exclusion or which may be useful to support your wish to be excluded from UK land-based casino gambling.

**BGC does not collect or hold on SENSE any financial information about your gambling wins or losses.**

#### For what purpose or purposes will information about me be used?

Your personal information on SENSE will be used by BGC (and the UK land-based casinos participating in the scheme) to provide the voluntary self-exclusion service that you have requested. This is the contractual agreement we have entered into when you enrol on SENSE and is the legal basis on which we use your personal information. We do not rely on consent as a legal basis for processing your personal information.

Your personal information on SENSE will also be used by the UK land-based casinos participating in the SENSE scheme to enable them to comply with their legal obligations.

For further information on how your personal information is used, how we maintain the security of your personal information and your rights to access information we hold about you, please contact [sense@bettingandgamingcouncil.com](mailto:sense@bettingandgamingcouncil.com)



## With whom is personal information about me shared?

Your personal information is shared with the UK land-based casinos participating in the SENSE scheme which are authorised to access the SENSE system. This allows the casinos to enforce your voluntary self-exclusion. In addition, these casinos will also share your personal information with third parties who will seek to prevent you receiving marketing materials during your voluntary self-exclusion. Casinos will comply with their own legal obligation which includes completing their regulatory returns to the Gambling Commission which does not contain any of your personal information.

SENSE data is made available in an anonymised form to the BGC (or such other third party as may be appointed by the BGC) in order for it to provide anonymised reports and evaluations of the data held by BGC.

SENSE is a secure system only accessible to registered personnel and complies with the security requirements of ISO 27001.

## Access to your personal information and correction

You have the right to request a copy of the personal information that BGC holds about you. If you would like a copy of some or all of your personal information, please email [sense@bettingandgamingcouncil.com](mailto:sense@bettingandgamingcouncil.com) or write to The Betting and Gaming Council at the following address: c/o EMW 1st Floor 90 Chancery Lane London WC2A 1EU You will not have to pay a fee to access your personal information, unless we believe that your request is clearly unfounded, repetitive or excessive. In such circumstances we can charge a reasonable fee or refuse to comply with your request. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal information (or to exercise any of your other rights). This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

We will try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month and in that case we will notify you and keep you updated.

You also have the right to question any information we hold about you that you think is wrong or incomplete. You may ask us to correct or remove any personal information you think is inaccurate.

## How long will personal information be held on SENSE about me?

BGC (as well as the participating casinos) will hold your personal information for as long as your voluntary self-exclusion through the SENSE scheme is in place. BGC

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SELF ENROLMENT NATIONAL SELF EXCLUSION

will also retain your personal information for a period of 3 years following the end of your self-exclusion in order to comply with its regulatory and reporting obligations (which include, without limitation, reporting to the Gambling Commission on the effectiveness of the SENSE scheme as well as the protection of vulnerable individuals). The participating casinos will also retain your personal information beyond the end of your self-exclusion in order to ensure that they can comply with the legal and regulatory obligations to which they are subject (which include, without limitation, the protection of vulnerable individuals).