

Privacy Collection Notice

TSG Australia Wagering Pty Limited ACN 106 487 736 operating as William Hill (**William Hill**) collects personal information about individuals to the extent that it is necessary for its business practices. William Hill's Privacy Policy is available on our website at www.williamhill.com.au. Further details about the collection of your personal information are set out below.

Collection of personal information

We may collect personal information:

- directly from you when you become a client of William Hill;
- when you access or use our website, mobile sites or apps and our products and services;
- from our related entities (which include CrownBet Pty Ltd and Stars Group Inc);
- from identity verification providers;
- from credit reporting agencies, law enforcement agencies and other government entities, and
- from Australian sports controlling bodies or racing controlling bodies in relation to integrity issues.

Personal information may also be collected by cookies when you use our website. For more information about cookies please refer to our Privacy Policy.

We are required by our Northern Territory Sports Bookmaking Licence to record all telephone calls we have with you. We shall make a recording of all telephone calls with you including where you place a wager, lodge a dispute, or where there is a discussion regarding any aspect of your account. We will not tell you each time we record a call. You acknowledge this and agree to such recordings being made.

Why we collect personal information

We collect personal information for the primary purpose of providing wagering services to you. We may also use your contact details to send you information about our products and services.

We are required to collect personal information to comply with our legal and statutory obligations, including our obligations relating to identity verification and reporting under the Anti-Money Laundering and Counter Terrorism Act 2006 (Cth), our licencing obligations under the Racing & Betting Act (NT), sports betting laws, and other applicable laws.

Consequences if personal information is not collected

If you do not provide us with certain personal information you may be unable to register for an account with William Hill or your account may be frozen and as a consequence we may be unable to provide any services to you.

To whom personal information is disclosed

We share personal information with our related entities (including CrownBet Pty Ltd and Stars Group Inc) in a strictly controlled manner. We do not sell personal information to other companies.

We may also disclose personal information to:

- Australian racing/sports controlling bodies where such controlling bodies request information to protect and maintain the integrity of the racing/sports code or where we consider any betting activity to be suspicious or unusual;
- a credit reporting agency;
- organisations associated with the provision of our services, such as associated data centres, for marketing and analysis purposes;
- law enforcement agencies to assist in the prevention of criminal activities;
- government and regulatory authorities and other organisations as required or authorised by law; and
- a successor entity in the event of a business transition, such as a merger, corporate reorganisation or a purchaser of part of or all of William Hill's assets.

Access to and correction of personal information and privacy complaints

William Hill's Privacy Policy contains information on how you can:

- request access to, or correct any of your personal information; and
- lodge a complaint if you have an issue relating to how we handle personal information.

Overseas disclosure of personal information

Your personal information may be held securely and accessed offshore, but always in compliance with all Australian laws, including the Privacy Act and this Privacy Policy.. We may send your personal information overseas or collect personal information from overseas when we have outsourced a business activity or function to an overseas provider with whom we have a contractual arrangement or where we are required or authorised by law to do so.

Further information

If you have any further queries please contact our [Privacy Officer](#) or telephone 1800 007 238.

Last updated: 16 May 2018