

Privacy Policy

Introduction

Impressario Casino Partners (referred to as “we”, “our”, or “us”) operates the Impressario Affiliate Program, offering marketing services to Operators. This Privacy Policy outlines our practices regarding the collection, storage, and use of personal information in the course of our business activities. We are committed to safeguarding the personal information of our Affiliates and Potential Customers.

This Privacy Policy supplements our Terms and Conditions (T&C) of the Affiliate Agreement and should be read in conjunction with them. Any terms used in this Privacy Policy carry the same meaning as those in the T&C. The terms “you”, “your”, and/or “Affiliate” refer to the individual or entity that has agreed to promote the Operator in exchange for a commission on Customers referred to the Operator, as per the T&C.

By using this website, completing the Affiliate Application Form, opening an Affiliate Account, or referring any Potential Customers, you agree to the terms outlined in this Privacy Policy.

We periodically review our Privacy Policy and reserve the right to amend it at any time without prior notice, except for posting the updated policy on our website. Amendments take effect immediately upon posting. Continued use of our services after changes are posted will be considered acceptance of the updated Privacy Policy. It is your responsibility to stay informed about the current Privacy Policy.

How and What Personal Information is Collected

We collect your personal information as part of our business operations when you participate in our Affiliate Program. The types of personal information we may gather include, but are not limited to, your name, surname, email address, home address, telephone number, debit/credit card information, and other details provided during your registration with our Affiliate Program. We may also need to collect personal information from third parties, such as identity verification services. Additionally, the Operator to whom you refer Potential Customers may share personal information with us. Information may also be collected through cookies when you use our website. For more details, see the section on Cookies below.

Why We Collect, Hold, Use, and Disclose Personal Information

We collect, hold, use, and disclose personal information for a variety of purposes, including but not limited to:

- Enabling you to register for the Affiliate Program.
- Conducting regular business operations with you.
- Fulfilling our obligations to you under the Terms and Conditions (T&C) and ensuring your compliance with the T&C.
- Communicating with you, including sending updates about our services.
- Planning, researching, promoting, and marketing our services.

- Creating aggregate data through demographic profiling and statistical analysis to optimize our services and improve business efficiency.
- Investigating suspected unlawful, fraudulent, or other improper activities related to the use of our or the Operator's products and services.

To Whom We May Disclose Personal Information

By registering with the Affiliate Program and providing your personal information, you consent to its use by us and other Group Companies. We share personal information within our Group Companies in a strictly controlled manner and do not sell it to other companies.

We may disclose your personal information to third parties under the following circumstances:

- To our contractors and external service providers who support the operation of our business and services. This includes data centers, web hosting providers, payment service providers, identity verification services, advertising agencies, mailing houses, printers, call centers, market research analysts, IT consultants, professional advisors, and consultants.
- To the Operator.
- To law enforcement agencies to assist in preventing criminal activities.
- To government and regulatory authorities and other organizations as required or authorized by law.
- To controlling bodies that request information to protect and maintain the integrity of services provided, or where we identify any suspicious or unusual betting or gaming activity.
- To a successor entity in the event of a business transition, such as a merger, corporate reorganization, or the sale of part or all of our assets.

If personal information is transferred to a third party, we will make reasonable efforts to ensure that it is protected under appropriate contractual arrangements.

Your Responsibility Regarding the Collection of Personal Information

If you collect and process personal information from Potential Customers that you refer to us or the Operator, you are responsible for ensuring that these individuals have given their express consent for such information to be transferred to us or the Operator. You must also ensure that the processing and transfer of this personal information comply with relevant laws and are conducted under terms that are no less stringent than those outlined in this policy. You agree to indemnify us and the Operator against any claims and associated costs arising from your breach of this clause.

Security of Personal Information

We take reasonable measures to protect the personal information we collect, ensuring it is accurate, complete, and up-to-date. Your information is stored on secure servers, and may also be kept in telephone recordings or hard copy files. Our employees, agents, and contractors are obligated to maintain the confidentiality of all personal information.

You are responsible for keeping your username, password, and Affiliate Account information confidential. If you suspect that your information may have been compromised, you should notify us immediately so that new details can be provided. You are also responsible for the security of and access to your own computer or device, and should always log out of your Affiliate Account after each use.

Access to and Correction of Personal Information

We take reasonable steps to ensure that the personal information we collect, use, or disclose is accurate, up-to-date, complete, and relevant. If we determine that your personal information needs to be corrected, we will take reasonable steps to make the necessary corrections, which may include contacting you for the most current information.

You may request access to or correction of the personal information we hold about you. To do so, you will be required to verify your identity and specify the information you need. Additionally, you can update or correct some of your personal information through your Affiliate Account.

Overseas Transfer of Personal Information

There may be occasions when we need to transfer your personal information to, or collect personal information from, overseas locations. This may occur under the following circumstances:

- At your request.
- When we have outsourced a business activity or function to an overseas provider with whom we have a contractual agreement.
- When required or authorized by law.
- We may disclose your personal information to entities located outside your country of residence, including Group Companies or external service providers located in other countries.

Unsolicited Personal Information

If we receive unsolicited personal information, we will assess whether its collection would have been permissible if it had been solicited. If we determine that the collection would not have been allowed, we will, to the extent permitted by law, either destroy or de-identify that information as soon as possible.

Cookies

Cookies are small data files stored by your browser when you visit a website. They enhance your browsing experience by remembering your preferences, navigation history, and activity on a site.

We use cookies to:

- Remember your preferences and frequently visited pages on our site.
- Ensure you receive relevant and up-to-date information tailored to your experience with us.
- Manage our site and services effectively.

We do not use cookies to store sensitive information such as account details or transaction history. You can delete cookies using your browser's Clear History function and set your browser to refuse all cookies or notify you when a cookie is sent. Please note that some website features or services may not work properly without cookies.

Most web browsers offer control over cookie settings. Blocking cookies from our site may affect certain functions and require you to reset your preferences each time you log in.

Third-Party Cookies

We may engage third parties to display ads on our website. These companies might use cookies, action tags, or other technologies to measure advertising effectiveness and to remarket to you across the internet. This helps us optimize and tailor ads based on your previous visits to our site.

Complaints

If you have any complaints or questions about how we handle personal information, please reach out to our support team at info@impressario.partners.

Version 1

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