

## **Northstar Lottery Group, LLC (“Northstar”) Website Privacy Policy**

Effective as of May 5, 2014

### **SUMMARY**

#### **Information Collected by Northstar**

- If you use the Northstar Website, we may collect certain information about your visit automatically, such as your IP address and the type of browser you use.
- If you send us an email, sign up for E-Alerts or submit an application form, we may collect additional information from you, including your Personal Information.

#### **How Northstar Uses and Shares Collected Information**

- Northstar may use the information we collect from you, including your Personal Information, to provide you with the Website (including the services on the Website), to offer you products or services or send you E-Alerts, for troubleshooting and maintenance purposes, to communicate with you, to process your application, and for other purposes.
- We will not share your with non-affiliated third parties for their own marketing purposes without your consent.
- We may share certain information with our affiliates (including GTECH) and service providers.

#### **Opting Out**

- You may opt out of certain email communications through the instructions in the emails.

#### **Safeguarding Your Information**

- Northstar is committed to maintaining the security of the data you provide us. However, please note that there is always some risk in transmitting information over the Internet.

#### **Contact Us**

For questions regarding this Website, please contact: [feedback@northstarlottery.net](mailto:feedback@northstarlottery.net)

### **I. INTRODUCTION**

Thank you for visiting the website for Northstar Lottery Group, LLC (“Northstar”), which includes [www.northstarlottery.com](http://www.northstarlottery.com) and [m.northstarlottery.com](http://m.northstarlottery.com) (collectively, this “Website”). We recognize that individuals and businesses need to understand how their privacy is protected when they visit this Website, so we have established the following privacy policy (this “Privacy Policy”) for our users. By using the Website, you consent to Northstar’s collection, use and sharing of data as described in this Privacy Policy.

We may change this Privacy Policy at any time without notice to you by posting changes on this Website. If we change this Privacy Policy, we will note near the top of this page the date that

any changes are made and/or when they become effective. We encourage you to check back and review this Privacy Policy from time to time. Your continued use of this Website following our posting of changes will mean that you accept the revised Privacy Policy.

This Privacy Policy describes Northstar's privacy practices regarding information collected from users of this Website. This Privacy Policy describes what information is collected and how that information is used. Because this Privacy Policy only applies to this Website, if you visit another entity's website (such as any state lottery websites) through a link on this Website, you should examine that entity's privacy policy to determine its website practices.

For purposes of this Privacy Policy, "Personal Information" is information about a natural person that is readily identifiable to that specific individual. Personal Information includes such things as an individual's name, address and telephone number. A domain name or Internet protocol address is not considered Personal Information.

## **II. INFORMATION COLLECTED BY NORTHSTAR**

In order to provide you with the benefits of using this Website, Northstar collects the following types of information from you. In the event you decline to provide any Website Data (as defined below) and/or Personal Information to Northstar, you may limit Northstar's ability to serve you.

### *1. Information Automatically Collected by Northstar*

If you do nothing during your visit but browse through this Website, Northstar will automatically gather and store the following information about your visit (the "Website Data"):

- The Internet protocol (IP) address and domain name used;
- The type of browser and operating system you used;
- The date and time you visited this Website;
- The webpages or services you accessed at this Website;
- The website you visited prior to coming to this Website;
- The website you visit as you leave this Website;
- Any ads you clicked on to access this Website;
- If you downloaded a form or other document, the form or document that was downloaded; and
- The name of the country in which your server is located.

For purposes of this Privacy Policy, none of the Website Data is deemed to be Personal Information. We may collect this information through the use of cookies, web beacons and log files.

### *2. Information that You Provide to Northstar*

In addition to the Website Data that is automatically collected, you may also provide information to Northstar in the following ways:

- a. Contact Us and E-Alerts*

If you send us an email during your visit to this Website (whether directly or via the Contact Us form) or subscribe to Northstar's E-Alerts, the following information may be collected:

- your name, email address, address and/or phone number
- the contents of the email
- any other information required by or volunteered on the email or form

*b. Application Forms*

If you fill out and submit an application form through the Website, including for vendor or retailer registration or the After School Advantage program, the following information may be collected:

- name (including name of contact)
- whether you are an individual or a business
- organization's name
- email address
- (postal) mailing address
- (postal) billing address
- social security number or tax information for organization
- tax category
- date of birth
- phone number
- any other information required by or volunteered on the application form

### **III. USE AND SHARING OF COLLECTED INFORMATION**

*1. General*

Northstar may use the information we collect from you, including your Personal Information and Website Data, to provide you with the Website (including the services on the Website), to offer you products or services or send you E-Alerts, for troubleshooting and maintenance purposes, to communicate with you, to process your application, and for other purposes.

Northstar may share certain information we collect from you, including your Personal Information and/or Website Data, with our affiliates (such as GTECH) and other third parties who are acting on our behalf (including call center operators, servicers, people who analyze data for us, etc.) or as otherwise required to process your request or application. Northstar will not share your Personal Information with non-affiliated third parties for their own marketing purposes without your consent.

If Northstar is involved in any merger, acquisition, sale of company assets, transition of service to another provider, or insolvency, bankruptcy or receivership, we reserve the right to transfer your Personal Information in connection with such transaction.

Without limiting the foregoing, Northstar may disclose your information (including your Personal Information) as necessary: (1) if we determine a Website or policy violation has occurred, or to enforce the Northstar Terms and Conditions; (2) if we believe such disclosure is necessary to identify, contract or bring legal action regarding injury or interference with the rights and property

of Northstar, including to enforce Northstar's rights against unauthorized access or attempted unauthorized access to Northstar's information technology assets or against other inappropriate use of the Website; (3) to comply with laws, regulations, court orders and subpoenas or similar requests for information (including the Freedom of Information Act), or as otherwise required or authorized by law; (4) to protect your safety and the safety of others; and (5) to assist us in fraud prevention or investigation, including to validate your identity.

If you provide Personal Information on this Website, certain state or federal laws may protect it. In the event of a conflict between this Privacy Policy and any state or federal laws, including the Illinois Freedom of Information Act, the state or federal laws will control.

## **2. Website Data**

In addition to the uses described above, Northstar may use and share the Website Data to improve this Website's content and to help Northstar and its affiliates understand how users are interacting with this Website. This information is also collected for statistical analysis, to determine what information is of most and least interest to our users, to improve the utility of the material available on this Website, and for other purposes described in this Privacy Policy.

## **IV. OPTING-OUT**

If you provide Personal Information to Northstar through this Website or sign up for E-Alerts, you may receive email messages from Northstar. If you prefer not to receive such messages from Northstar, the email messages will provide instructions on how you may opt out of receipt of such email messages. In addition, you may also contact us through the Contact Us section below to opt-out. Note that you may not opt out of receiving purely transactional emails (such as responses to your email inquiries).

## **V. ADDITIONAL INFORMATION FOR NON-U.S. RESIDENTS**

This Website and the material provided on this Website are solely for promoting products and business operations within the U.S. If you provide Personal Information to Northstar (including through the Contact Us section below or via an application form), it may be transferred to and processed on computers in the U.S. and other countries. Do not provide your Personal Information to Northstar if you do not want your Personal Information to be transferred to the U.S. or to other countries, or if the laws in your country restrict these types of transfers. Your provision of Personal Information to Northstar will be handled in accordance with this Privacy Policy. Your provision of Personal Information to Northstar through this Website means that you agree to this Privacy Policy.

## **VI. SAFEGUARDING YOUR INFORMATION**

Northstar is committed to maintaining the security of the data you provide us. However, please note that there is always some risk in transmitting information over the Internet. Because the Website is provided through the Internet, when you use the Website, your communications may be intercepted by others. For this reason, Northstar cannot guarantee the security and privacy of transmissions via the Internet, and we will not be liable for any lack of security relating to the use of the Website by you. You agree that you will not hold Northstar liable for any damages resulting from any loss of privacy or security occurring in connection with any communications over such networks.

## **VII. CALIFORNIA RESIDENTS: YOUR CALIFORNIA PRIVACY RIGHTS**

If you are a California resident, you may have the right to request and receive certain information about our disclosure of your Personal Information to third parties for their direct marketing purposes, and your choices with respect to such disclosures. Because it is our policy not to share your Personal Information with third parties for their direct marketing purposes unless you are first given the opportunity to opt-out from such sharing, we are exempt from having to meet this requirement. If you still wish to learn more about our compliance with this requirement, please contact us using the information provided in the "Contact Us" section below.

Northstar does not track its users across third party websites nor does it allow third parties to collect personally identifiable information directly from the Website. Therefore, the Website does not respond to browser "Do Not Track" requests.

## **VIII. CONTACT US**

For questions regarding this Website, please contact:

[feedback@northstarlottery.net](mailto:feedback@northstarlottery.net)

Northstar Lottery Group, LLC  
180 North LaSalle Street Suite 1810  
Chicago, Illinois 60601  
(312) 368-5880

Please note that questions concerning the Illinois Lottery will be forwarded on to the Illinois Lottery.

Because this Website does not encrypt incoming email, you should not send information that you consider sensitive through this Website.