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Pure Casino Entertainment Limited Partnership Privacy Policy

Last modified: April 2, 2026

Pure Casino Entertainment Limited Partnership and our affiliates and subsidiaries ("**Pure Casino**", "**we**", "**us**", or "**our**") respect your privacy and are committed to protecting it by complying with this policy.

1. Purpose

This policy describes:

- How we collect, use, disclose, and protect the personal information of our customers and website users ("**you**").
- The types of information we may collect from you or that you may provide when you visit the website, <https://www.purecanadiangaming.com> or any other website or mobile applications operated by the Pure Casino that link to this Privacy Policy (our "**Website**") and/or voluntarily enroll in and participate in our PURE Rewards Program (the "Program") whether in person or electronically. This Privacy Policy applies only to personal information collected in connection with the PURE Rewards Casino Loyalty Program and does not replace or override any broader privacy policy that may apply to other casino operations, services, or websites.
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

We are committed to protecting your privacy and handling personal information in a responsible and transparent manner in compliance with the Personal Information Protection Act (Alberta) ("PIPA") and all other applicable provincial laws and regulations.

Privacy laws in Canada generally define "personal information" as any information about an identifiable individual, which includes information that can be used on its own or with other information to identify, contact, or locate a single person.

Personal information does not include business contact information, including your name, title, or business contact information.

This policy applies to information we collect, use, or disclose about you:

- On this Website and/or upon your enrolment to the Program.
- In email, text, and other electronic messages between you and us for or upon your enrolment in the Program.
- When you interact with our advertising and applications on third-party websites and services if those applications or advertising include links to this policy.

The Website may include links to third-party websites, plug-ins, services, social networks, or applications. Clicking on those links or enabling those connections may allow the third party to collect or share data about you. If you follow a link to a third-party website or engage a third-party plugin, please note that these third parties have their own privacy policies and we do not accept any responsibility or liability for these policies. We do not control these third-party websites, and we encourage you to read the privacy policy of every website you visit.

This policy DOES NOT apply to information that:

- We collect offline or through any other means, including on any other Pure Casino or third-party website.
- You provide to or is collected by any third party, through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices for collecting, processing, and storing your information. If you do not agree with our policies and practices, your choice is not to use our Website and enroll in our Program. By accessing or using this Website and/or enrolling in our Program, you indicate that you understand, accept, and consent to the practices described in this policy. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of this Website after we make changes indicates that you accept and consent to those changes, so please check the policy periodically for updates. We will notify you in advance of any material changes to this policy and obtain your consent to any new ways that we collect, use, and disclose your personal information.

2. Information We Collect About You

We collect and use several types of information from and about you, including:

- **Personal information** that we can reasonably use to directly or indirectly identify you, such as your full name, date of birth (for age verification and eligibility), mailing address, email address, telephone number, government-issued identification (for identity verification where required by law), loyalty account number or member ID, Internet protocol (IP) address used to connect your computer to the Internet, gaming activity (related to loyalty points, rewards, and promotions), and any other identifier we may use to contact you ("**personal information**").

We provide an opportunity for any user to unsubscribe from our Program or opt-out of contact for marketing purposes on an ongoing basis by accessing our Website, using the unsubscribe mechanism at the bottom of our e-mails, or e-mailing to customerfeedback@purecanadiangaming.com

- **Non-personal information** that does not directly or indirectly reveal your identity or directly relate to an identifiable individual, such as language preferences, anonymized or truncated IP address, referring/exit pages, clickstream data, demographic information, or statistical or aggregated information. Statistical or aggregated data does not directly identify a specific person, but we may derive non-personal statistical or aggregated data from personal information. For example, we may aggregate personal information to calculate the percentage of users accessing a specific Website feature.
- **Technical information**, including your login information, browser type and version, device type, time zone setting, browser plug-in types and versions, operating system and platform, or information about your internet connection, the equipment you use to access our Website, and usage details.
- **Non-personal details about your Website interactions**, including the full Uniform Resource Locators (URLs), clickstream to, through and from our Website (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, or any phone number used to call our customer service number.

Legal Basis for Collecting/Processing Personal Information: We process your personal information based on one or more of the following legal grounds: your consent, performance of a contract with you, compliance with legal obligations, protection of your vital interests or those of another person, and our legitimate interests, provided such interests are not overridden by your rights and freedoms.

We collect only information reasonably necessary to administer the Program(s) and our services.

3. How We Collect Information About You

We use different methods to collect your information, including through:

- **Direct interactions with you when you provide it to us**, for example, when you enroll in the Program or receive communications from Pure Casino, by filling in forms or corresponding with us by phone, email, or otherwise regarding your Program membership, when you use your loyalty account during gaming activity, or when you participate in promotions, contests, or surveys related to the Program.
- **Automated technologies or interactions**, as you navigate through our Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- **Social Media Information.** We may maintain pages on social media platforms, such as Facebook/Instagram (“Meta”), X and other third-party platforms. When you visit or interact with our pages on those platforms, the platform provider’s privacy policy will apply to your interactions and their collection, use and processing of your personal information. You or the platforms may provide us with information through the platform, and we will treat such information in accordance with this Privacy Policy.
- **Third parties or publicly available sources**, for example, when you interact with our authorized service providers.

Information may be collected in person or electronically.

Information You Provide to Us

The information we collect directly from you on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to our Program, and/or joining our mailing list. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.

Information We Collect Through Cookies and Other Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use cookies or other automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We may also use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). To learn more, or to opt out of tailored advertising, please visit the Digital Advertising Alliance of Canada Opt-Out Tool for information on how you can opt out of behavioral tracking on this Website and how we respond to web browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking.

Google Analytics is used to understand how visitors interact with our website, including information such as pages visited, time spent on the site, and general location data, collected through cookies and similar technologies. Where enabled, Google Analytics may also use advertising features such as interest-based advertising and Google Signals. You

can opt out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on (<https://tools.google.com/dlpage/gaoptout>), manage or disable personalized advertising through your Google Ads Settings (<https://adssettings.google.com>), or opt out of interest-based advertising via <https://youradchoices.ca/>.

The information we collect automatically is statistical data and does not include personal information. We may maintain it or associate it with personal information we collect in other ways, that you provide to us, or that we receive from third parties. It helps us to improve our offerings and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our services according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings that are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- **Web Beacons.** Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Pure Casino, for example, to count users who have visited those pages or opened an email and for other related website statistics (for

example, recording the popularity of certain website content and verifying system and server integrity).

4. How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill the purposes for which you provided the information or that were described when it was collected, or any other purpose for which you provide it.
- To administer and manage your loyalty membership to the Program
- To verify eligibility and comply with legal and regulatory requirements
- To track loyalty points, rewards, and benefits
- To communicate Program-related information, promotions, or updates
- To respond to correspondence from you, contact you when necessary or requested, and send you information about us or our services.
- To improve customer experience and Program offerings
- To personalize our services, Website content and communications based on your preferences
- To prevent fraud, misuse, or abuse of the Program
- To comply with applicable laws, regulations, and reporting obligations

- To carry out our obligations and enforce our rights arising from any contracts with you, or to comply with legal requirements.
- To notify you about changes to our Website or any products or services we offer or provide including the Program
- To improve our Website/Program, products or services, marketing, or customer relationships and experiences.
- To allow you to participate in social media, or similar features on our Website.

To measure or understand the effectiveness of the advertising we serve to you and others, and to deliver relevant advertising to you.

- In any other way we may describe when you provide the information.
- To fulfill the our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting, and investigating security incidents and potentially illegal or prohibited activities.
- To resolve disputes, if any.
- For any other purpose with your consent.

We may also use your information to contact you about our own goods and services that may be of interest to you, as permitted by law. If you do not want us to use your information in this way, please use the unsubscribe mechanism at the bottom of our e-mails or e-mail us at customerfeedback@purecanadiangaming.com. For more information, see Choices About How We Use and Disclose Your Information.

The following categories of persons working with us will have access to your personal information:

- Customer Service/Marketing teams
- Billing teams
- Persons supporting privacy officer.

- Fraud Prevention and Security personnel
- Lawyers, auditors and compliance personnel

Please note the said personnel will only have limited access necessary to complete their duties or carry out mandates of contracts.

5. Disclosure Of Your Information

We may disclose aggregated information about our users, and information that does not constitute personal information, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- In accordance with applicable law, to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Pure Casino Entertainment Limited Partnership's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Pure Casino Entertainment Limited Partnership about our customers and users is among the assets transferred.
- To contractors, service providers, and other third parties we use to support our business (such as loyalty software providers; analytics and search engine providers that assist us with Website improvement and optimization; hosting, technology and communication providers; and security and fraud prevention consultants) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request, in accordance with applicable law.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Pure Casino, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

6. Transferring Your Personal Information

We may transfer personal information that we collect or that you provide as described in this policy to contractors, service providers, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy.

We may process, store, and transfer your personal information in and to a foreign country, with different privacy laws that may or may not be as comprehensive as Canadian law. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the laws of the foreign country. Whenever we engage a service provider, we require that its privacy and security standards adhere to this policy and applicable Canadian privacy legislation.

You are welcome to contact us to obtain further information about Pure Casino policies regarding service providers outside of Canada. See Contact Information and Challenging Compliance.

By submitting your personal information or engaging with the Website, you consent to this transfer, storage, or processing.

7. Choices About How We Use And Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you

can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this Website may not be accessible or may not function properly. For more information about tracking technologies, see Information We Collect Through Cookies and Other Automatic Data Collection Technologies.

- **Promotional Offers from the Pure Casino.** If you have opted in to receive certain emails from us but no longer wish to have your email address/contact information used by the Pure Casino to promote our own products or services (including our regulated iGaming offering, when launched) you can opt-out by sending us an email stating your request to customerfeedback@purecanadiangaming.com. If we have sent you a promotional email, you may unsubscribe by clicking the unsubscribe link we have included in the email.

8. DATA SECURITY

The security of your personal information is very important to us. We use physical, electronic, and administrative measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, disclosure, loss or theft, including:

- Secure storage systems
- Restricted access to personal information
- Staff training in privacy and confidentiality
- Use of password protection and encryption where appropriate

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information. Any transmission of personal information is at your own risk. We are also not responsible for circumvention of any privacy settings or security measures contained on the Website.

9. Data Retention

Except as otherwise permitted or required by applicable law or regulation, we will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Under some circumstances we may anonymize your personal information so that it can no longer be associated with you. We reserve the right to use such anonymous and de-identified data for any legitimate business purpose without further notice to you or your consent.

10. Individuals Under The Age Of 18

Our Website/Program(s) is not intended for individuals under 18 years of age. No one under age 18 may provide any information to or on the Website. We do not knowingly collect personal information from anyone under 18. If you are under 18, do not [use or provide any information on this Website or on or through any of its features/register on the Website/use any of the interactive features of this Website/or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use]. If we learn we have collected or received personal information from an individual under 18, we will delete that information. If you believe we might have any information from or about an individual under 18, please contact us at customerfeedback@purecanadiangaming.com

11. Accessing And Correcting Your Personal Information

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes. By law you have the right to request access to and to correct the personal information that we hold about you.

If you want to review, verify, correct, or withdraw consent to the use of your personal information, you may also send us an email at customerfeedback@purecanadiangaming.com to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your membership to the Program. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect. We may charge you a fee to access your personal information; however, we will notify you of any fee in advance.

We may request specific information from you to help us confirm your identity and your right to access, and to provide you with the personal information that we hold about you or

make your requested changes. Applicable law may allow or require us to refuse to provide you with access to some or all of the personal information that we hold about you, or we may have destroyed, erased, or made your personal information anonymous in accordance with our record retention obligations and practices. If we cannot provide you with access to your personal information, we will inform you of the reasons why, subject to any legal or regulatory restrictions.

We will provide access to your personal information, subject to exceptions set out in applicable privacy legislation. Examples of such exceptions include:

- Information protected by solicitor-client privilege.
- Information that is part of a formal dispute resolution process.
- Information that is about another individual that would reveal their personal information or confidential commercial information.
- Information that is prohibitively expensive to provide.

If you are concerned about our response or would like to correct the information provided, you may contact our Privacy Officer at customerfeedback@purecanadiangaming.com

12. Withdrawing Your Consent

Where you have provided your consent to the collection, use, and transfer of your personal information, you may have the legal right to withdraw your consent under certain circumstances. To withdraw your consent, if applicable, contact us at customerfeedback@purecanadiangaming.com . Please note that if you withdraw your consent we may not be able to provide you with a particular product or service. We will explain the impact to you at the time to help you with your decision.

13. Changes To Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. If we make material changes to how we treat our users' personal information, we will notify you by email to the email address provided by you.

We include the date the privacy policy was last revised at the top of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

14. Contact Information and Challenging Compliance

We welcome your questions, comments, and requests regarding this privacy policy and our privacy practices. Please contact us at:

Privacy Officer c/o Vince Pao
PURE Casino Entertainment
7055 Argyll Road, Edmonton AB T6C 4A1
vincep@purecanadiangaming.com
780-463-9467

We have procedures in place to receive and respond to complaints or inquiries about our handling of personal information, our compliance with this policy, and with applicable privacy laws. To discuss our compliance with this policy please contact our Privacy Officer using the contact information listed above.

If your concern is not resolved, you may contact the Office of the Information and Privacy Commissioner of Alberta.

15. Governing Law

This Privacy Policy is governed by and interpreted in accordance with the laws of the Province of Alberta and applicable federal laws of Canada.