

# **Empire of Kingdoms Limited**

## **Privacy Policy**

May 2025

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This Privacy Policy ("Policy") describes how Empire of Kingdoms Limited ("we", "us", or "our") collects, uses, discloses, and protects your personal data when you use our gaming platform and related services, including those accessible via the internet and mobile platforms (the "Services").

By accessing or using our Services, you consent to the collection and use of your information as described in this Policy. Please note that this Privacy Policy constitutes an agreement between you and the Company. We may periodically make modifications to this Policy. While we will do our best to notify you of such changes, we recommend that you revisit this Privacy Policy regularly. Your continued use of the Website and/or its services will constitute your consent to the Privacy Policy.

### **Information we collect**

In the course of providing our Services, we may collect and process various categories of personal data to ensure a seamless, secure, and personalized user experience.

This includes account information such as usernames, email addresses, passwords, and user preferences necessary for creating and managing user profiles. We may also collect personal identifiers including your full name, date of birth, residential or billing address, telephone number, and, where required for regulatory or security purposes, a copy of a government-issued identification document to verify your identity.

To enhance platform functionality and maintain security, we gather technical data relating to your device and usage, such as IP address, browser type, device model, operating system, language preferences, access times, pages visited, and interaction data, including links clicked and session duration. In addition, we collect transactional data related to your use of the platform, including the games played, game results, betting activity, deposit and withdrawal records, and payment history.

We may also process geolocation data to enable region-specific features or comply with jurisdictional requirements. Finally, we retain records of communications you have with us, including inquiries to our customer support team, feedback submitted via the platform, or other correspondence initiated by you.

## How We Use Your Information

We process personal data to:

- Provide, operate, and improve our Services;
- Create and manage user accounts;
- Authenticate users and verify identities;
- Process transactions and payments;
- Comply with legal and regulatory obligations (e.g., AML/KYC requirements);
- Detect and prevent fraud or other unauthorized activities;
- Send service updates, technical notices, and promotional communications (with your consent);
- Respond to inquiries and provide customer support.

We process the personal information we collect from you primarily to deliver and enhance our services. Specifically, your data is used to facilitate the management and execution of bets and related financial transactions, including those made via credit cards and online payment methods. It enables us to provide you with access to gaming activities and any related services offered through our website.

We also use your information to deliver customer support, such as assisting you with account setup and ongoing account management. Additionally, your data is processed to carry out identity verification and compliance checks as may be required. Where you have given explicit consent, we may use your information to send you promotional communications concerning our offers or those of selected partners, affiliates, and associated entities.

We are also legally obligated to process your data to fulfil statutory obligations, including those arising under anti-money laundering (AML) and counter-terrorism financing (CFT) regulations. Furthermore, your data may be analysed for the purposes of detecting and preventing fraud, abuse of our terms, money laundering, or any other unlawful or prohibited conduct. In order to understand customer behaviour and improve our offerings, we may conduct market research and trend analysis, although participation in such surveys remains entirely voluntary.

## Legal Basis for Processing

Where applicable we process personal data based on:

- Your consent;
- The necessity of processing for the performance of a contract;
- Compliance with legal obligations;
- Our legitimate interests, such as fraud prevention and service improvement.

## Sharing of Information

We may share your personal data with:

- **Affiliates and group companies;**
- **Service providers and business partners** assisting in service delivery;
- **Regulators, law enforcement,** or other authorities as required by law or regulation;
- **Third parties** in connection with a merger, acquisition, or sale of assets, provided that the receiving party agrees to respect your personal data.

## International Data Transfers

Your personal data may be transferred to and processed in countries outside of your jurisdiction, which may not have the same level of data protection laws. We ensure such transfers are subject to appropriate safeguards, including standard contractual clauses or adequacy decisions where applicable.

## Marketing Communications

Unless you have elected not to receive promotional materials, we may use your Personal Information, including your email address and phone number, to send you marketing communications regarding products, services and promotions. This may include information about products and services from our business partners, such as Winnit.com game providers. Whenever you decide to stop receiving such marketing and advertising material, you may opt out of this in your Player Account settings or by contacting our customer support at [info@empireofkingdoms.com](mailto:info@empireofkingdoms.com)

Additionally, note that by accepting any contest prize or winnings from us, you consent to the use of your name for advertising and promotional purposes without additional compensation, except where prohibited by law.

## Your Rights

Subject to applicable laws, you may have the following rights:

- Access your personal data;
- Correct inaccuracies;
- Erase your data;
- Restrict or object to processing;
- Withdraw consent;

- Data portability;
- Lodge a complaint with a supervisory authority.

To exercise your rights, please contact us at [info@empireofkingdoms.com](mailto:info@empireofkingdoms.com)

## **Use of Cookies**

Empire of Kingdoms Limited uses cookies and similar tracking technologies to enhance your experience on our website, improve performance, and provide you with more relevant content. Cookies are small text files that are placed on your device when you access or interact with our website. These files enable our site to recognize your device on subsequent visits, thereby allowing us to tailor our services and content to better suit your preferences.

Cookies play a critical role in enabling the functionality and performance of our website. For instance, we use cookies to remember your language settings and user preferences, allowing for a more consistent and personalized user experience. Additionally, cookies help us collect aggregated statistical data about how users interact with the site such as pages visited, session duration, and navigation patterns which supports our ongoing efforts to optimize website usability and performance. These cookies do not collect personal information that directly identifies you.

We categorise the cookies we use into the following types:

- **Strictly Necessary Cookies:** These are essential for the operation of our website, such as enabling secure log-ins or facilitating payments.
- **Performance and Analytics Cookies:** These allow us to collect information on how visitors use our website, helping us understand and improve user experience.
- **Functionality Cookies:** These remember user choices (such as language or region) and provide enhanced, more personal features.
- **Advertising Cookies:** These may be set by us or our advertising partners to build a profile of your interests and show you relevant advertisements on other sites.

By continuing to use our website, you consent to our use of cookies, as described in this policy and in accordance with applicable data protection laws. However, you have the ability to control or disable cookies at any time by adjusting your browser settings. Please be aware that disabling cookies may impact certain features or functionality of the website, and some services may not function as intended.

## **Review of this Notice**

We keep this Notice under regular review. This Notice was last updated in May 2025.

## **Contact Us**

We are always happy to hear from you, whether to make a suggestion but especially if you feel we can do better. If you have any questions about this Privacy Policy, or if you wish to make a complaint about how we have handled your personal information, please contact us at:

[info@empireofkingdoms.com](mailto:info@empireofkingdoms.com)