



California Consumer Privacy Act (CCPA) Privacy Notice

Park Place Technologies and its global affiliates (“we,” “our,” or “us”) value the privacy of our customers and clients. As part of our commitment to transparency and to comply with the California Consumer Privacy Act of 2018 (the “CCPA”), this Privacy Notice is designed to inform California residents of their rights regarding their personal information and how we collect, use, disclose, and protect that information.

This notice applies to personal information we collect from individuals residing in California who interact with us, including but not limited to our customers, clients, employees, contractors, and others who engage with us through our website, services, or any other means.

Information We Collect

We collect various types of personal information in connection with the services and products we provide, which may include:

1. **Identifiers:** Such as your name, email address, company's name, and in certain cases, phone number(s).
2. **Commercial Information:** Including records of products or services purchased, obtained, or considered.
3. **Internet or Other Electronic Network Activity:** Browsing history, search history, and interactions with our website and interactions with our chatbot.
4. **Professional or Employment-Related Information:** Including job title, role, and business contact details.
5. **Other Information:** Information you provide to us directly, including via the chatbot or customer portal, or via third parties. Please note that when you interact with the chatbot, we will collect any of your personal information that you choose to include in the prompts or requests you submit to the chatbot.

How We Use Your Information

We may use the personal information we collect for the following purposes:

- To provide and improve our services, products, and operations.
- To communicate with you about your account, services, or inquiries.
- To fulfill legal obligations and regulatory requirements.
- In connection with your employment with us.
- For marketing and promotional purposes (with your consent, when applicable). For more information on marketing or other related processing activities, please consult our Privacy Notice on Direct Marketing.

Sharing of Personal Information

We may share your personal information with third parties in the following circumstances:

- **Service Providers:** We may share personal information with service providers who help us with operations such as customer services and support.
- **Business Transactions:** In the event of a merger, acquisition, or sale of all or a portion of our business, your personal information may be transferred as part of that transaction.
- **Legal Compliance:** We may disclose your personal information to comply with legal obligations, respond to government requests, or enforce our agreements.

Your California Privacy Rights

If you are a California resident, you have the following rights under the CCPA:

www.parkplacetechnologies.com



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1. **Right to Know:** You have the right to request information about the categories and specific pieces of personal information we have collected about you, as well as the purposes for which we have used your information.
2. **Right to Delete:** You have the right to request the deletion of your personal information, subject to certain exceptions.
3. **Right to Opt-Out of Sale:** You have the right to request that we do not sell your personal information to third parties. Note that we do not sell your personal information.
4. **Non-Discrimination:** You have the right to exercise your privacy rights without facing discriminatory treatment from us.

How to Exercise Your Rights

To exercise any of your CCPA rights, please contact us at dataprivacy@parkplacetech.com. We will respond to your request within 45 days, as required by the CCPA. In some cases, we may extend the response period by an additional 45 days, provided we notify you of the extension.

Data Retention

We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Notice, or as otherwise required by law.

Security of Personal Information

We implement reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

Updates to This Privacy Notice

We may update this Privacy Notice from time to time. If we make any material changes, we will post the updated notice on our website and update the "Last Revised" date at the top of this page. Please check this page periodically for updates.

Contact Us

If you have any questions or concerns about this Privacy Notice or how we handle your personal information, please contact us at dataprivacy@parkplacetech.com.

Effective Date: January 1, 2025