

PRIVACY POLICY

Who are we?

Regal Amusement Machine Sales Ltd (trade name Regal Gaming Technologies, Reg. Company No: 03329800) registered in England & Wales and whose registered office is at Brookfield Place, Preston, PR5 8BF are committed to protecting your privacy and keeping any personal data you provide to us confidential at all times, in accordance with UK data protection laws. This Privacy Notice sets out the information processing activities that Regal Gaming Technologies carries out in its capacity as data controller.

All personal data collected by Regal Gaming Technologies is processed in compliance with the requirements of the UK General Data Protection Regulation, the UK Data Protection Act 2018 and any other relevant legislation.

How is your information collected?

Personal data is any information about an individual from which that person can be identified. The personal information that we may collect about you broadly falls into the following categories:

Information that you provide voluntarily

We may process and store information that you have provided voluntarily. For example, when you provide your details on our “contact us” form. It will be clear to you at this point what personal data you are providing.

Information that we obtain from third party sources

From time to time, we may obtain personal information about you from third party, but only where we have checked that these third parties either have your consent or are otherwise legally permitted or required to disclose your personal information to us.

Information that we collect from your activities

We collect information about how you use our website automatically through the use of cookies and other technologies. Some of these cookies can be enabled/disabled by selecting your preferences in the preference centre you are presented with when first interacting with this site. More information on cookies can be found under the ‘Use of cookies’ section below.

How is your information used?

We will only process (use) your personal information where:

- we need to comply with a legal obligation;
- we have a ‘legitimate interest’ to do so in order to support our company aims. Our use will be fair and balanced and never unduly impact on your rights;

- we have a contract with you that we can only fulfil by using your personal information
- we have asked your consent for us to do so.

The table below highlights the types of personal data that we use, what we use them for and the lawful basis for processing.

Purpose	Type of data	Lawful Basis for processing
Creating a database for customers	<i>Names, Email address, phone number</i>	Legitimate Interest
<i>Creating data back-ups</i>	<i>Names, Email address, phone number</i>	Legitimate Interest
Storing Hire Agreements	Name, Date of Birth, Address	Legitimate Interest
CCTV Recordings	CCTV footage	Legitimate Interest
Marketing Emails	Name & Corporate Email Address	Legitimate Interest
Marketing Calls	Name, email address, mobile / landline	Legitimate Interest
Creating a database of our business partners and its employees	Name, job title, email address, mobile number.	Legitimate Interest
Establishing Site Data	Name, email address, mobile number / landline	Legitimate Interest
Contacting individuals from the “contact us” online form on our website	Name, email address, mobile / landline	Legitimate Interest
On-boarding new sites	Sole trader name, email address	Legitimate Interest
On-boarding new tenants	Sole trader name, email address	Legitimate Interest
Recording Guarantor Details	Name, phone number, email address	Legitimate Interest
Developing our quotation app	Name, Address, Phone Number, Date of Birth, and Email Address	Legitimate Interest
Storing Machine Games Duties (MGD) Agreement	Name, Address, MGD registration number	Legitimate Interest
Agent Registration	Name, Address, MGD registration number, Digital Signature	Legitimate Interest
Administering Direct Debits	Name, Address, 4 last digits of bank account, bank details, digital signature	Performance of a contract

Vendor detail management and payment	Name, Address, Phone Number, and Email Address.	Performance of a contract
Payment details verification and complaints management	15 digit numeric code	Legitimate Interest
Processing contactless payments	Card information	Performance of a contract
Processing Premise License Holder Application Form	Name, address, email address	Legitimate Interest
Cheque Requisitions	Name, address	Performance of a contract
Storing Proof of Permits	Name, address, email address	Performance of a contract
Processing Jukebox withdrawals and installations	Site number	Legitimate Interest

Special categories of personal data

"Special categories" of personal data require higher levels of protection. We need to have further justification for collecting, storing and using this type of personal information. In instances where we process special category data, we will only do so prior to your explicit consent.

Less commonly, we may process this type of information where it is needed in relation to legal claims or where you have already made the information public.

We may collect, store and use the following "special categories" of personal data:

Purpose	Type of data	Condition Relied
Age verification when using our machines	Biometric Data	Explicit Consent

For some of your personal information you will have a legal, contractual, or other, requirement or obligation to provide us with your personal information. If you do not provide us with the requested personal information, we may not be able to properly perform our contract with you or comply with legal obligations and we may have to terminate the agreement. For other personal information you may not be under an obligation to provide it to us, but if you do not provide it then we may not be able to properly perform our contract with you.

Who we share your information with

We may disclose your personal information to the following categories of recipients:

Recipient/Category of organisation	Purpose of sharing
Microsoft 365	<i>Storing, organising, sharing, and accessing information</i>

Live Vault	Providing secure data backup and storage solutions
BoldSign	Signing Agreements with you
Accenture	Developing our quotation app
SAP	Administering direct debits
Finastra	Administering direct debits
Santander	Vendor detail management and payment
YOTI	Virtual age verification
Okto	Payment details verification and complaints management
GPT	Payment details verification and complaints management
Card Providers	Processing payments
PPL - PRS	Processing jukebox withdrawals and installations
HMRC	Verifying duties & taxes
City Councils	Administering premise license holder application forms

We will not sell or rent your personal information to third parties. Where we share your information with third parties, we will ensure:

- we provide only the information they need to perform their specific services.
- they may only use your data for the exact purposes we specify in our contract with them.
- we work closely with them to ensure that your privacy is respected and protected at all times.
- if we stop using their services, your data held by them will either be deleted or rendered anonymous.

International data transfers

We may transfer personal data to a country outside the UK in the following circumstances:

Recipient	Country	Appropriate safeguard
Indeed	Republic of Ireland	Adequacy Decision
Kronos	United States	UK Extension to the EU-U.S. Data Privacy Framework
SAP	Germany	Adequacy Decision
BoldSign	United States	UK Extension to the EU – US Standard Contractual Clauses

If you would like more information about the appropriate safeguards, please contact us at dataprotection@regalgaming.co.uk.

How long will we hold information about you?

We only hold information about you for as long as it is needed for the purpose(s) it was collected, or as required by law. For more information on our retention period, please contact us at dataprotection@regalgaming.co.uk.

How and when will you hear from us

We may use your contact details to update you about the latest news and events from Regal Gaming.

Email and text

With your consent, or whenever you've shown interest in our product and do not opt out of receiving our updates, we will use your contact details, preferences and details of your transactions to keep you informed by email and text about relevant products and services including tailored special offers, discounts, promotions, events, competitions and so on. This does not apply to service communications (see below).

You can opt out of our marketing communications at any time by clicking the "unsubscribe" link in any of our emails or by contacting dataprotection@regalgaming.co.uk.

Service communications

We may send you certain communications, without your consent, if we are under a legal obligation to do so; if we feel sending the communication is in both yours and our interests; and/or it would be a disadvantage to you if we didn't send you the communication.

These communications may include:

- Notifying you about changes to our terms or privacy notice
- Asking you to provide feedback on our products, services and events

Your rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

Your right to withdraw consent - If the lawful basis for processing is consent, you have the right to withdraw that consent at any time. Please note however that the withdrawal of your consent will not affect any use of the data made before you withdrew your consent, and we may still be entitled to hold and process the relevant personal information to the extent that we are entitled to do so on bases other than your consent. Withdrawing consent may also have the same effects as not providing the information in the first place, for example we may no longer be able to provide certain services to you.

Your right to object to direct marketing - Where your personal data are processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for marketing, which includes profiling to the extent that it is related to such direct marketing.

Automated decision making

You also have the right to object to and not to be subject to a decision based solely on automated processing including profiling. We do not carry out automated processing or profiling.

To exercise any of these rights, please contact dataprotection@regalgaming.co.uk.

Making a complaint

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling 0303 123 1113 or online at www.ico.org.uk/concerns

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy notice applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies of other sites (even if you access them using links found on our site).

Changes to our privacy policy

We may update this Privacy Notice from time to time by posting an amended version on our website. If at any time we decide to use your personal data in a different manner than was stated at the time it was collected, we will notify you directly via email.

Contact us

If you have any queries regarding this policy, our website or services, please contact us at dataprotection@regalgaming.co.uk write to us at 139 Brookfield Place, Bamber Bridge, Preston PR5 8BF.