

Northstar Lottery Research Community Privacy Policy

Effective as of October 1, 2014

I. INTRODUCTION

Thank you for visiting the website for the Northstar Lottery Research Community (the "Research Community"), which includes <http://www.northstarlotteryresearch.com> and <https://northstarlotteryresearch.vcfeedback.com> (collectively, this "Website"). The Research Community is run by the Northstar Lottery Group, LLC ("Northstar") on behalf of the Illinois Lottery. Northstar and its agents, contractors, and parties involved in creating, producing, or delivering the Website (collectively, the "Website Providers") 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 the Website Providers' collection, use and sharing of data as described in this Privacy Policy.

This Website is for Illinois residents only. Please do not use this Website or disclose any Personal Information to us if you are not an Illinois resident.

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 the Website Providers' privacy practices regarding information collected from users of this Website. Because this Privacy Policy only applies to this Website, if you visit another website (including the Northstar website or the Illinois Lottery website) through a link on this Website, you should examine that website's privacy policy to determine its 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 THIS WEBSITE

In order to provide you with the benefits of using this Website, the Website Providers collect 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 the Website Providers, you may limit our ability to serve you.

1. *Information Automatically Collected*

If you do nothing during your visit but browse through this Website, the Website Providers 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;
- 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*

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

a. *Contact Us*

If you send us an email during your visit to this Website (whether directly or via the Contact Us form), the following information will 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. *Registration*

If you register to be a member of the Research Community, the following information will be collected:

- name
- email address
- zip code
- general demographic information, such as age, gender, income, race, ethnicity, geography, etc.

c. *Winner Selection*

If you are a member of the Research Community and are selected as a winner in connection with one of our promotional drawings, the following information may be collected:

- name
- email address
- address
- telephone number

d. *Research*

If you respond to Research Community surveys, polls, participate in Research Community activities, post messages in discussion forums or bulletin boards, or provide other input to the Website Providers, such responses and input ("Research Data") will be collected. For purposes of this Privacy Policy, "Research Data" itself is not considered to be Personal Information, although Research Data may be collected or used in combination with Personal Information.

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

1. *General*

The Website Providers may use the information we collect from you, including your Personal Information, Research Data, and Website Data, to provide you with the Website (including the Research Community), to offer you products or services, to send you newsletters, surveys and other opportunities to participate

in the Research Community, to communicate with you, for research and analysis purposes, for troubleshooting and maintenance purposes, and for other purposes.

The Website Providers may share certain information we collect from you, including certain Personal Information, Research Data, and Website Data, with our affiliates (including the Illinois Lottery, GTECH Corporation, and Scientific Games Corporation) (the "Affiliates") and other third parties who are acting on our behalf (including call center operators, servicers, data analysis providers, etc.). The Research Data will usually be shared in an aggregated format for research and analysis purposes, but in certain instances may be provided in combination with limited Personal Information. The Website Providers will not share your Personal Information with non-affiliated third parties for their own marketing purposes without your consent.

If one or more of the Website Providers are 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 and other information you provide us in connection with such a transaction.

Without limiting the foregoing, the Website Providers 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 Lottery Research Community 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 the Website Providers, including to enforce the Website Providers' rights against unauthorized access or attempted unauthorized access to the Website Providers' 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 or Research Data 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 and Research Data

In addition to the uses described above, the Website Providers may use and share the Website Data and Research Data for research and analysis purposes (including to help the Website Providers and their Affiliates learn more about the Research Community users) and to improve this Website's content and other services. 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 register to be a member of the Research Community, you will receive email messages from Northstar, such as requests to participate in surveys and polls. Because such messages are essential to being a member of Research Community, if you prefer not to receive such messages from Northstar, you will need to opt-out from being a member of the Research Community and cancel your account. The email messages will provide instructions on how you may opt-out of the Research Community. In addition, you may also opt-out by going through the "Technical Support" section on the Website. Note that after opting-out, you may still receive purely transactional emails (such as responses to your email inquiries) from Northstar.

V. REVIEW AND CORRECTION OF PERSONAL INFORMATION

You can review and correct your email and password by signing in to your Research Community account and editing your profile.

VI. 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 the Website Providers (including through the Contact Us section below), it may be transferred to and processed on computers in the U.S. and other countries. Do not provide your Personal Information to the Website Providers 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 the Website Providers will be handled in accordance with this Privacy Policy. Your provision of Personal Information to the Website Providers through this Website means that you agree to this Privacy Policy.

VII. SAFEGUARDING YOUR INFORMATION

The Website Providers are 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, the Website Providers 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 the Website Providers or their Affiliates liable for any damages resulting from any loss of privacy or security occurring in connection with any communications over such networks.

VIII. WEBSITE FOR ADULT USE ONLY (AGE 18 AND OLDER)

The Website Providers do not knowingly collect Personal Information from children or allow children to become members of the Research Community. The registration page requires registrants be at least 18 years of age to participate in the Research Community. Users are cautioned, however, that the collection of Personal Information submitted in an e-mail will be treated as though it was submitted by an adult, and may, unless exempted from access by state law, be subject to public access. The Website Providers strongly encourage parents and teachers to be involved in children's internet activities and to provide guidance whenever children are asked to provide Personal Information online.

IX. CONTACT US

For questions regarding this Website, please visit <http://www.northstarlotteryresearch.com/help> to access our help page and contact a support representative.

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.