

PRIVACY POLICY

Overview

Thank you for visiting the Slingo® Lottery Challenge Website (the "Website") and reviewing our Privacy Policy. The Website is owned by MDI Entertainment, LLC (referred to as "us" or "we" or "MDI") and is provided for the sole purpose of demonstrating the services and features offered by MDI in connection with the Slingo Lottery Challenge Instant Game and Mobile Application Lottery Promotion. The Slingo Lottery Challenge Mobile Application is owned by Slingo, Inc. Together, the Slingo Lottery Challenge Website and Mobile Application shall be referred to as the "Slingo Lottery Challenge Promotion Demonstration." Your privacy is important to us, and our policy is simple: we will only collect personally identifiable information (including, but not limited to, your date of birth and e-mail address) when you provide such information in order to participate in the Slingo Lottery Challenge Promotion Demonstration. We take very seriously the integrity of the information and systems that we maintain. Reasonable care will be utilized to ensure that files and data obtained from you through the Slingo Lottery Challenge Promotion Demonstration, and which may contain personally identifiable information, are secured. At the discretion of MDI, such files or data may also be routinely purged. By accessing or using the Website, you acknowledge that you have read, understand, and agree to be bound to all the terms of this Privacy Policy and our Website Terms of Use.

Types of Information Collected and Uses of Collected Information

Personally Identifiable Information. Personally identifiable information is information that identifies a specific user of the Website and Mobile Application. When you register promotional ticket entries for the Slingo Lottery Challenge Promotion Demonstration via the Slingo Lottery Challenge Mobile Application, you may be asked to provide certain information about yourself, such as your date of birth and email address. It is optional for you to provide your personally identifiable information. However, if you elect not to provide the requested personally identifiable information, you will not be able to register for the Slingo Lottery Challenge Promotion Demonstration and other services offered through the Website and Mobile Application.

We or Slingo may use your personally identifiable information to conduct the Slingo Lottery Challenge Demonstration and send you periodic emails that you have asked to receive. We may also use personally identifiable information to troubleshoot, resolve disputes, accomplish administrative tasks, contact you, enforce our agreements with you, including our Website and Mobile Application Terms of Use and this Privacy Policy, comply with applicable law, and cooperate with law enforcement activities.

If you wish to update your personally identifiable information or change your preferences relative to receiving communications from us or Slingo, you may do so by logging into the Website and Mobile Application and updating your profile information.

Non-Personally Identifiable Information. Non-personally identifiable information is information that does not identify a specific user of the Website or Mobile Application. This type of information may include things like the date and time of your visit, page views, the Uniform Resource Locator ("URL") of the website you visited before coming to the Website, the URL of the website you visit after leaving the Website, the type of browser you are using and your Internet Protocol ("IP") address. We and/or our authorized third party service providers may automatically collect this information when you visit the Website or Mobile Application through the use of electronic tools like cookies and web beacons.

We may use non-personally identifiable information to troubleshoot, administer the Website, administer the Slingo Lottery Challenge Demonstration, analyze trends, gather demographic information, comply with applicable law, and cooperate with law enforcement activities. We may also share this information with our authorized third party service providers to measure the overall effectiveness of our online content

and programming.

Release of Personally Identifiable Information

We will not share, sell, rent, or trade your personally identifiable information with outside parties. However, we reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our Website; enforce or apply this Privacy Policy, our Website and Mobile Application Terms of Use or other agreements; or protect the rights, property or safety of the Website, its users or others.

Security of Information

We take security seriously and take numerous precautions to protect the security of personally identifiable information. Your personally identifiable information resides on a secure server to which only selected personnel and contractors have access.

Privacy Policies of Third Party Websites

This Privacy Policy only addresses the use and disclosure of information we collect from you on the Slingo Lottery Challenge Website or Mobile Application. Other websites or mobile applications that may be accessible through this Website have their own privacy policies and data collection, use and disclosure practices. If you link to any such website or mobile application, we encourage you to review the website or mobile applications privacy policy. We are not responsible for the policies or practices of third parties.

Children

The Website is not directed to persons under eighteen (18) years of age, and individuals under such age must not use the Website, Mobile Application, or services offered on it to submit any personally identifiable information about themselves or to participate in these services in any way. We do not knowingly collect personal information from anyone under the age of 18, and no part of the Website or Mobile Application is designed to attract anyone under the age of 18.

Changes to Privacy Policy

If we decide to change this Privacy Policy, we will post those changes to this webpage so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this Privacy Policy at any time, so please review it frequently. Your continued use of the Website and Mobile Application, and provision of any personally identifiable information after any changes to this Privacy Policy will constitute your acceptance of such new Privacy Policy.

Last Update

This Privacy Policy was last updated on September 30, 2013.

Contact Information

Questions or comments regarding the Website or the Slingo Lottery Challenge Demonstration should be sent by U.S. mail to: Internet Services Manager, MDI Entertainment, 1500 Bluegrass Lakes Parkway, Alpharetta, Georgia 30004.

Promotion void where prohibited by law.