

PRIVACY STATEMENT

www.footballindex.co.uk has created this Privacy Statement in order to demonstrate our firm commitment to privacy for our users.

The following Privacy Statement discloses our information gathering and dissemination practices for this website: www.footballindex.co.uk (the "Website")

The following Privacy Statement explains:

1. What personally identifiable information www.footballindex.co.uk collects.
2. What personally identifiable information third parties collect through the Website.
3. What organisation collects the information.
4. How www.footballindex.co.uk uses the information.
5. With whom www.footballindex.co.uk may share user information Including service providers located in territories outside the United Kingdom and the European Union.
6. What choices are available to users regarding collection, use and distribution of the information.
7. What types of security procedures are in place to protect the loss, misuse or alteration of information under www.footballindex.co.uk control
8. How users can correct any inaccuracies in the information.

If users have questions or concerns regarding this statement, they should first contact: info@footballindex.co.uk

Information Collection and Use Information Collection

BetIndex Limited is the sole owner of the information collected on www.footballindex.co.uk

Registration

During registration a user is required to give contact information (such as a name and an email address). We use this information to contact the user about services on our site for which the user has expressed interest. It is optional for the user to provide demographic information (such as gender), , but this is encouraged so we can provide a more personalized experience on our Website. When a user wishes to deposit money into their account electronically we need to know the user's credit card number, and expiration date in order to process the user's transaction and allow the user to begin wagering. If we have trouble processing a wager, the information is used to contact the user.

Information Use

We use your IP address to help diagnose problems with our server, and to administer the Website. When placing a wager, or logging into our secure server, your IP address is tracked against your user ID for the dual purposes of preventing fraud and creating an audit trail. This information is not used or accessed for any other purposes.

We may also use information such as email addresses to alert our customers of special promotions that we may be running or to inform you of any news or changes that might

affect your gaming experiences. If you would like to be excluded from our email list, please email info@footballindex.co.uk

Profile

We store information that we collect through, for example cookies, log files, clear gifs, and/or third parties to create a profile of our users. A profile is stored information that we keep on individual users that detail their viewing preferences. Consequently, collected information is tied to the user's personally identifiable information to provide offers and improve the content of the site for the user. This profile is used to tailor a user's visit to the Website and to direct pertinent marketing promotions to them.

Cookies

A cookie is a piece of data stored on the user's computer tied to information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. We use both session ID cookies and persistent cookies. For the session ID cookie, once users close the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions.

www.footballindex.co.uk

Some of our business partners use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies, once we have given permission for them to set cookies for advertising.

Log Files

Like most standard Website servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information. IP addresses are tied to personally identifiable information to enable our Web-based service.

Clear Gifs (Web Beacons/Web Bugs)

Our third party advertising company employs a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help us better manage content on our site by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. The main difference between the two is that clear gifs are invisible on the page and are much smaller, about the size of the period at the end of this sentence. Clear gifs are not tied to users' personally identifiable information.

Clear Gifs can "work with" existing cookies on a computer if they are both from the same Website or advertising company. That means, for example, that if a person visited "www.companyX.com", which uses an advertising company's clear gif, the advertising company would match the clear gif's identifier and the advertising company's cookie ID number, to show the past online behaviour for that computer. This collected information would then be given to the advertising company.

In addition, we use clear gifs in our HTML-based emails to let us know which emails have been opened by the recipients. This allows us to gauge the effectiveness of

certain communications and the effectiveness of our marketing campaigns. If users would like to opt-out of these emails, please email: info@footballindex.co.uk

Communications from the Site

Special Offers and Updates

We send all new members a welcoming email.

Established members will occasionally receive information by email and/or SMS on services and special deals, and a newsletter, out of respect for the privacy of our users we present the option to not receive these types of communications. Please log into www.footballindex.co.uk and My Account, Personal Information, Contact Preferences to manage this.

Service Announcements

On rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

Customer Service

We communicate with users on a regular basis to provide requested services and in regards to issues relating to their account we reply via email or phone, in accordance with the users wishes.

We will not use any information obtained about users to encourage irresponsible gaming behaviour.

Sharing

Legal Disclaimer

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law, our regulator, a government department or agency or other regulatory authority (whether or not having the force of law) where we have a good-faith belief that such action is necessary to comply with, including, but not limited to, a current judicial proceeding, a court order, an order from our regulator, a police enquiry, or a legal process correctly served. Third Party Intermediaries

We may disclose (and you agree that we may do so) your personal information to any subsidiaries or associated companies and selected third parties with whom we have contractual relationships (including but not limited to credit card processing companies). These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

Business Transitions

In the event www.footballindex.co.uk goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information will, in most instances, be part of the assets transferred. Users will be notified via email prior to a change of ownership or control of their personal information.

Choice/Opt-out

Our users are given the opportunity to 'opt-out' of having their information used for purposes not directly related to our site at the point where we ask for information. For example, our account Set Up form has an 'opt-out' mechanism so users who place a

wager with us, but don't want any marketing material, can keep their email address off of our lists.

Users who no longer wish to receive our newsletter and promotional communications may opt-out of receiving these communications Please log into www.footballindex.co.uk and My Account, Personal Information, Contact Preferences to manage this.

Users of our site are always notified when their information is being collected by any outside parties. We do this so our users can make an informed choice as to whether or not they should proceed with services that require an outside party.

Links

This Website contains links to other sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the Privacy Statements of each and every Website that collects personally identifiable information. This Privacy Statement applies solely to information collected by this Website.

Surveys & Contests

From time-to-time, our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name), and demographic information (such as post/zip code). Contact information will be used shared with the contest sponsors to notify the winners and award prizes. Anonymous Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site. Users' personally identifiable information is not shared with third parties unless we give prior notice and choice. Though we may use an intermediary to conduct these surveys or contests, they may not use users' personally identifiable information for any secondary purposes.

Security

This Website takes every precaution to protect our users' information. When users submit sensitive information via the Website, their information is protected both online and off-line.

When our registration/order form asks users to enter sensitive information (such as credit card number), that information is encrypted and is protected with the best encryption software in the industry - SSL. While on a secure page, such as our order form, the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when users are just 'surfing'.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line. All of our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our customer service representative) are granted access to personally identifiable information. Our employees must use password-protected screen-savers when they leave their desk. When they return, they must re-enter their password to re-gain access to user information. Furthermore, ALL employees are kept up-to-date on our security and privacy practices. Every year, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and

what they can do to ensure our users' information is protected. Finally, the servers that store personally identifiable information are in a secure environment.

If users have any questions about the security at our Website, users can send an email to info@footballindex.co.uk

Children's Guidelines

1. Footballindex.co.uk believes in providing a protected environment, it is recognized that gambling is an exciting adult leisure pursuit. It is illegal for anyone under the age of 18 to gamble with Football Index. We reserve the right to ask for verification documents from any customer and may suspend an account until such proof is received.
2. Please note that anyone under the age of 18 found to be gambling with Footballindex.co.uk will have any winnings forfeited and donated to charity.

Data Protection

We use leading technologies and encryption software to safeguard your data, and keep strict security standards to prevent any unauthorized access to it. Fame Venture Limited is a Data Controller as defined in the All sensitive personal information will be protected in accordance with the, Data Protection Act 1998 and with cognisance to the "OECD Guidelines on the Protection of Private and Trans-border Data Flow of Personal Data." Some products and services are provided in association with third parties, in which case such third party may also be a Data Controller. Any personal data provided by you in response to this Website or otherwise, will be processed by us in accordance with the DP Law and this Privacy Statement. Fame Venture Limited will, upon the request of a user, provide a copy of any information held about that person in accordance with DP Law subject to payment by the user of the statutory fee.

Supplementation of Information

In order for this Website to properly fulfil its obligation to users it is necessary for us to supplement the information we receive with information from third party sources. Therefore, we use external verification partners to verify a user's identity and address to eliminate fraudulent transactions.

Correcting/Updating/Deleting/Deactivating Personal Information

If a user's personally identifiable information changes (such as post/zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can usually be done at the **My Account** page or by emailing our Customer Support at help@footballindex.co.uk.

Notification of Changes

If we decide to change our privacy policy, we will post those changes to this Privacy Statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the privacy policy under which the information was collected.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email. Users will have a choice as to whether or not we use their information in this different manner. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal

information be used in this new manner. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our Website notifying users of the change. In some cases where we post a notice we will also email users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.

Customer Charter

Footballindex.co.uk promises to ensure complete openness and clarity in all its financial relationships with customers. In the event that there is no amicable agreement in a dispute, footballindex.co.uk agrees to abide by independent arbitration.

Footballindex.co.uk respects the privacy of all its customers and commits itself to protect any data about customers from outside parties.

Governing Law

This Privacy Statement and all matters of data protection in connection with the use of the Website shall be governed by and construed in accordance with the laws of the United Kingdom, without regard to the conflict of law rules thereof, any person, by using the Website, irrevocably agrees that the courts of the United Kingdom are to have exclusive jurisdiction to settle any disputes which may arise out of or in connection with this Privacy Statement.

Contact Information

If users have any questions or suggestions regarding our privacy policy, please contact us at: info@footballindex.co.uk.

Postal Address

6th Floor
94 Wigmore Street
London
United Kingdom
W1U 3RF

By using the Website you acknowledge that you have read the terms of this Privacy Statement and that you consent to the use of your information for the purposes set out in this Privacy Statement.