

## Privacy policy

William Hill attaches great importance to safeguarding its customer information. We use all reasonable security measures to ensure that personal data collected by us is stored in secure operating environments that are not accessible by any third party.

We do not sell customer information to any third party and, in accordance with the privacy policy applying to customers on our operational website, do not otherwise provide this information without consent or unless acting in good faith that such action is necessary to conform to legal or regulatory requirements.

William Hill complies with the Data Protection Act 1998 and the Data Protection Principles set out in that Act in the collection and processing of personal information. We undertake periodic audits with relevant heads of department to review our practices in this area.