

*GAMING<sup>1</sup>*

**CODE OF CONDUCT**

CODE DE CONDUITE



## *INFORMATIONS*

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# Introduction

The implementation of a code of conduct (hereinafter referred to as “Code of Conduct”) outlining the expectation of management in terms of the responsible and ethical conduct of all the GAMING1 workers<sup>1</sup>, managers, employees, freelancers, and temporary workers (hereinafter “Employees”) is at the heart of GAMING1’s concerns. The implementation of a Code of Conduct is particularly important, considering the primary activity sector of GAMING1, which involves games of chance in various countries, including Belgium, the Netherlands, France, Switzerland, Spain, Portugal and the United States. Through its Code of Conduct, GAMING1 explains the methods in place to best reach its objectives and mission, this being “to offer the best responsible gaming experience, geared to regulated markets, while leveraging our technology and a local land-based or affiliate network. GAMING1 also endeavors to develop an ethical and responsible image of gaming”.

GAMING1 highlights the importance for its Employees to respect these values and the applicable laws and regulations in force. These principles must be applied in a uniform way by all Employees.

The objective of the Code of Conduct is to guarantee that its Employees acting in the name of GAMING1 carry out their activities in an ethical way conforming to the laws, regulations and norms that GAMING1 established through its policies, procedures and regulations.

All Employees must avoid acting or encouraging others to act in a way contrary to this Code of Conduct, even if these acts can seem to be in the interest of GAMING1.

This Code of Conduct is a declaration of certain fundamental principles, policies and procedures that apply to GAMING1’s Employees. It does not create any rights for a sub-contractor<sup>2</sup> (hereinafter “Sub-contractor”) or a third party<sup>3</sup> (hereinafter “Third Party”).

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<sup>1</sup> The Gaming1 Group is made up of companies\* controlled\*\* directly or indirectly by ARDENT FINANCE SA, Circus Services SRL, Cortex Holding SA and Technospin, as well as all joint ventures in which it holds direct or indirect shares.

\* Company: all individual companies that are part of the Group.

\*\* Control: control in the sense of article 1:14 of the Belgian Code of Companies and Associations.

<sup>2</sup> Sub-contractors; brokers; independent commercial agents; and all other service providers that act in the name or under the name of the Group in any way as part of their activities.

<sup>3</sup> Third party: any provider, seller, client, license holder, consultant or distributor of material, goods or services to the Group, as well as any other contractual partner of the Group



# Our values • Nos valeurs

## 1/1 • Protection of players • Protection des joueurs

As previously explained, GAMING1 places high importance on ethics and responsible gaming in its mission, by promoting its desire to offer the best possible responsible gaming experience.

In a hyperconnected world where illegal, and therefore non-regulated, sites are accessible to everyone in a few clicks, it is GAMING1's responsibility to fight against addiction and offer players games that are fun, but also responsible and managed.

With this in mind, GAMING1 made it a point of honor to create and put in place various prevention and protection measures for players, and train each of its Employees and make them aware of this issue. Raising awareness is notably carried out using an interactive training created in collaboration with scientific experts in the field.

Aware of the sensitive sector in which it works, GAMING1 wishes to do everything possible to contribute to developing a culture of responsible and ethical gaming.

To do this, GAMING1 is notably a member of the Belgian Association of Gaming Operators (BAGO).

GAMING1 has notably developed and continues to develop internally, a proactive detection tool using artificial intelligence supported by cutting-edge data analysis that allows the detection and treatment of potentially addictive behaviors to be personalized.

"Responsible Gaming" cells were created, within GAMING1 and its partners that are active in the game of chance sector, which are dedicated, thanks to their expertise, to communicating and raising awareness about risk behaviors. A page dedicated to responsible gaming is accessible to players on each of the GAMING1 websites. Links to moderation tools and help centers available to players are highlighted. It is also possible to find links leading to the website of authorities (for example: the Belgian Gaming Commission) where all the information linked to responsible gaming can be found. As well as these links, various telephone numbers are available to contact the help centers available to players.

GAMING1 continues its mission by supporting research by associations, academics and scientists on safe and responsible gaming behaviors, which allows the development of preventative and curative solutions.

Finally, GAMING1 Employees are regularly made aware of various problems, laws and regulations applicable through various channels: presentation GAMING1 intranet, training, etc.

## 1/2 • Conflict of interest • Conflits d'intérêts

A conflict of interest is a situation in which the judgment of a person acting in a professional capacity is, or is likely to be, influenced by a direct or indirect personal interest. By personal interests, it is understood as not only those of the Employee but also those of any natural or legal person with whom they may, directly or indirectly, be linked.

GAMING1 must be attentive to any situation which, for the Employee, may lead to a real or potential conflict of interest, or to situations in which the impartiality and neutrality of their professional decisions could be altered.

Each Employee places the interests of GAMING1 above their own and makes decisions in the interest of GAMING1. They never defend personal interests and never use business opportunities intended for GAMING1 for their own benefit.



**Different types of conflicts of interest can exist, such as:**

- Competing relationships: you, a family member, or a close relative work for, provide services to, or receive compensation (personal benefit or profit from any transaction) from a competing company, supplier or customer of GAMING1;
- Personal Relationships: you manage or are under the management of a family member or close relative, or are considering hiring a family member or close relative as an Employee or contractor;
- Political relations: you express political ideas in a place where the people present may consider that you are speaking on behalf of GAMING1.

Conflicts of interest may therefore arise in relation to: competitors, Employees or GAMING1 in general, suppliers, clients, third-party contractors (distributors, agents, other service providers such as legal, tax and accounting advisors, etc.).

To avoid such conflict-of-interest situations, Employees are required to disclose them immediately so that their management can take appropriate action. GAMING1 expects the same attitude from its suppliers, clients, agents, distributors, consultants and other external professional partners.

Specifically, GAMING1 has a secure approach to betting and games of chance for Employees (see Policy on use of gambling sites).

## **1/3 • Financial integrity & transparency** **• Intégrité financière et transparence**

GAMING1 wishes to demonstrate sound governance, which aims to provide a safe and responsible environment for all people using its services. The objective is to prevent GAMING1 or its Employees from committing violations of the law, or possible conflicts of interest and other relationships with third parties, which could undermine confidence in the responsible, trustworthy and verifiable organization of licensed games of chance.

GAMING1 shall promptly take all reasonable steps to prevent subcontractors, agents or any third party under its control or influence from acting contrary to financial integrity and transparency.

GAMING1 takes great care to ensure the financial integrity of players and clients (cf. Article 3.5. Fraud).



## 1/4 • Corporate social responsibility

### • Responsabilité sociétale des entreprises

**GAMING1 takes into consideration several fundamental components of its social responsibility such as:**

- Human rights: cf. 4.6.
- Respect of working conditions and relationships: cf. 4.5.
- The environment: cf. 2.4.
- Fair practices: cf. 2.2., 2.3. and 3.7.
- Consumer protection: cf. 2.1. and 3.7.
- Communities and local development: cf. 2.4.

#### **Protecting the environment**

GAMING1 is also attentive to its environmental impact by implementing various work practices.

In addition to the work methodology aspect, the new Belgian headquarters favor practices promoted within GAMING1 aimed at limiting its environmental impact, such as:

1. Promotion of soft mobility;
2. Waste reduction (e.g., moving to “paperless” for an almost exclusively electronic circulation and use of documents, the use of glass bottles, water fountains, filtered taps);
3. Energy reduction.

#### **Promotion of communities and local development**

As part of its overall corporate social responsibility (CSR) policy, GAMING1 wishes to make use of socially beneficial projects. GAMING1 is therefore at the origin of charitable or sponsorship actions in various sectors.

Since October 2016, the “Ardent Awards” ceremony has aimed to reward Liège organizations implementing projects responding to current societal issues, notably depending on the year, in various sectors such as childhood, employment, integration, health, culture, housing, sports, ecology, the elderly, family and well-being.

At the end of a selection process involving a jury made up of specialists, external people and volunteers, the nominated associations receive a grant enabling them to carry out a social project important to them.

In addition to the “Ardent Awards”, GAMING1 also implements actions such as:

- Donation of laptops to provide digital access to Belgian children and teenagers ;
- Delivery of parcels from Saint Nicholas to the pediatric departments of Liège hospitals;
- Organization of blood donations to the Belgian Red Cross;
- Implementation of the “Loving Kids” action where GAMING1 organizes toy collections for underprivileged children;
- Charity Week allowing staff to directly support 5 non-profit organizations.

These movements of solidarity are fully reflected in the corporate culture and the values promoted among the Employees.

## 1/5 • Quality • Qualité

GAMING1 is committed to offering innovative and high quality products and services. Innovation and quality are fundamental pillars of its history, strategy and culture.

One of GAMING1’s objectives is to achieve high quality standards in everything it does. Continuous improvement of products and business processes is the foundation of quality management.

The quality of GAMING1’s products and services has been recognized at the Malta iGaming Excellence Awards (MiGEAs) for innovation and operational excellence in the Maltese gaming industry. One of GAMING1’s subsidiaries won the awards of Malta’s Best Industry Achiever (land-based), Malta’s Best Gaming Mark of Excellence, Malta’s Best Omni-channel Provider and Malta’s Best Gaming Company of the Year.

## 1/6 • Innovation



From GAMING1's mission described above stems a culture of innovation and fun that promotes the development of creativity, integrity and collaboration within GAMING1. This culture is strongly reflected in the values of GAMING1.

GAMING1 continues to improve and innovate its processes and products to continuously meet the needs of its customers. GAMING1 embraces sustainable, profitable and responsible innovation.

Responsible gaming is at the heart of innovation within GAMING1 (cf. 2.1. Player protection). Thanks to the Proactive Detection Tool, GAMING1 wishes to adopt a proactive approach by quickly acting against addiction. This system allows us to identify the early signs of gaming addiction through risk indicators, such as an increased time spent gaming or even an increase in the amount of money deposited.



# Our commitment to comply with the law • Notre engagement envers la loi

## 2/1 • Gaming Law • Lois sur les jeux de hasard

Each country in which GAMING1 operates is subject to specific legislation applicable to the operation of game of chance activities. GAMING1, with the assistance of its Employees, ensures that it complies with these laws on games of chance.

GAMING1 has set up regulatory monitoring and analyzes all legislative changes to ensure compliance. GAMING1 advocates and supports a legal game offer, to fight against illegal game offers. To this end, GAMING1 has only set up operations in countries where gambling is regulated and requires a license.

## 2/2 • Anti-money laundering • Anti-blanchiment d'argent

As game of chance providers, GAMING1 entities are subject to the applicable laws aimed at preventing money laundering and terrorism financing according to the applicable rules of each country in which GAMING1 offers games of chance.

In this context, GAMING1 has established anti-money laundering policies, procedures, controls and vigilance measures (cf. AML Policy and Procedure), both at the GAMING1 level (for a harmonized approach) and at the local level (to comply with national specificities), taking into account the risks of money laundering and terrorism financing to which land-based establishments and online game of chance offers may be exposed. These policies and procedures are designed to effectively prevent and detect money laundering and terrorism financing within the company, and to report any suspicions of money laundering and terrorism financing internally and to the relevant authorities.

This aims, without claiming to be exhaustive, to train and familiarize GAMING1's managers, Employees and potential service providers, who are required to monitor the risk of money laundering and terrorism financing as a result of their duties, with their anti-money laundering obligations.

Failure to comply with the obligations arising from anti-money laundering and anti-terrorism legislation constitutes a violation of legal and/or regulatory standards that may result in (i) administrative, civil and/or criminal sanctions and a significant reputational risk for GAMING1; as well as (ii) sanction measures for its Employees. GAMING1's managers, Employees and potential service providers must therefore comply with the anti-money laundering policy and procedure at all times.

## 2/3 • Financial sanctions & embargoes • Sanctions financières & embargos



GAMING1 is committed to complying with international financial sanctions and embargoes, which implies the responsibility to:

- Know the embargoes and financial sanctions applicable in the countries in which GAMING1 entities are established and those in which it provides products and services;
- Comply with all applicable legislation concerning compliance with financial sanctions and embargoes in the countries in which it operates;
- Report to the appropriate authorities any attempt to circumvent an applicable financial sanctions and embargoes regime. Various practices are put in place in this context in order to prevent any relationship or transaction involving persons and/or entities subject to Financial Sanctions (cf. AML Policy & Procedure).

## 2/4 • Anti-bribery & corruption

### • Lutte contre la corruption (cf. ABC Policy & Procedure)

GAMING1 is committed to fighting both public and private corruption and does not participate in any form of corruption. Respecting all laws, rules and regulations governing corruption is of the utmost importance for GAMING1 in all the countries in which it is established. Acts of corruption are severely sanctioned by local regulations and have negative effects on business.

This policy extends to all of GAMING1's business relationships and transactions in all countries in which GAMING1 entities are established and those in which it provides products and services. Local customs and practices cannot justify an exemption to this Code of Conduct.

It is therefore GAMING1's culture not to tolerate, under any circumstances, any act of bribery or facilitation payments and to proactively discourage them.

Each Employee must therefore act in accordance with the highest ethical standards, conduct their business in a fair and honest manner, and avoid any illegality or even the appearance of illegality or impropriety.

In order to preserve its values and principles, GAMING1 has put in place an internal framework designed to prevent and detect any act of corruption, and to report any suspicions of

corruption internally and to the relevant authorities (cf. ABC Policy & Procedure).

GAMING1 applies a zero-tolerance policy towards any act or attempt of corruption in all business relationships and transactions in all countries where GAMING1 is active. Local customs and practices are never a justification for deviating from this policy. Facilitation payments are strictly prohibited in this context.

GAMING1 will deal seriously with any (alleged) case of corruption or bribery. Any proven cases will result in disciplinary action against the individuals involved, up to and including dismissal or termination of contract, and reporting of such individuals to the competent regulatory and criminal authorities.

As an example, a GAMING1 entity has joined the International Betting Integrity Association (IBIA). It is a global monitoring and alert platform and a highly effective anti-corruption tool that detects and reports any suspicious activity in its members' betting markets. The association has long-standing information-sharing partnerships with major sports and gambling regulators to utilize its data and seek out corruption.

## 2/5 • Fraud • Fraude

GAMING1 ensures, to the extent possible, that the financial integrity of players and customers is verified and that a high level of compliance is achieved in all areas related to risk management, player due diligence and anti-money laundering. In order to strengthen and structure compliance, GAMING1 has set up a Risk and Fraud department. The objective of the Risk and Fraud Department is as follows: "Know your Customer".

Within the land-based establishments, the above-mentioned compliance aspects are carried out directly by the Employees present on the sites.

For both land-based and online activities, no gaming activity is permitted, as directed by the regulatory regime, until the player's personal information, including age, identity, address and email address for online activities, has been verified.

In general, in order to fight against financial crime, GAMING1 has implemented a procedure of identification, individual risk analysis, categorization and acceptance of its customers and partners in order to prevent and detect any risk of money laundering, terrorism financing, circumvention of financial sanctions and embargoes, corruption and other types of fraud through GAMING1's activities.

## 2/6 • Whistleblowing • Lancement d’alerte (cf. Politique & Procedure Whistleblowing)



GAMING1 encourages its Employees to report any (suspected) violations falling within the scope of the Whistleblowing Policy & Procedure that occur as part of GAMING1’s activities. This reporting or Whistleblowing must be done without delay and without apprehension, it being understood that it can be done anonymously if desired.

GAMING1 values Employees that make such a report and recognizes that they make a positive contribution to the protection and enhancement of GAMING1’s corporate culture, reputation and success.

## 2/7 • Fair competition • Concurrence loyale

Competition law aims to prohibit (i) all agreements that aim to hinder free competition and (ii) the abuse of a dominant position. This right protects on the one hand the economic actors and on the other hand the consumers to guarantee them access to products and services at competitive prices.

GAMING1 develops and provides high quality products and services in a fair, ethical and legal manner. GAMING1 promotes

free and fair competition and meets this challenge in a fair and open manner.

Information about competitors, customers and providers, a valuable asset in a highly competitive marketplace, is collected in a legal and ethical manner.

GAMING1 is committed to complying with the laws of each jurisdiction in which it operates and with all international requirements.



# Commitment to protect our people • Notre engagement à protéger notre personnel

GAMING1 promotes five core values to be applied by all Employees, which are summarized under the acronym TBPPI:

1. Team spirit: Because combining our energies will allow us to get further and faster to the desired result; A victory together!
2. Boldness: Because we have a taste for entrepreneurship, the desire to anticipate, to propose and to take risks.
3. Performance: We do our best to organize and deliver the best possible sites, the most exciting games and the best possible services to our customers.
4. Pleasure: Work, personal and shared pleasure.
5. Integrity: Adopt an irreproachable and respectful behavior towards our colleagues, partners and customers.

### 3/1 • Diversity • Diversité

As a matter of integrity, GAMING1 values diversity among its Employees and in its business relationships regardless of gender, age, creed, ethnic origin, disability, sexual orientation or identity, or membership in a political organization, union or minority group. GAMING1 respects religious pluralism and the freedom of each of its Employees to adhere to a particular faith.

When hiring, GAMING1 only looks for the best talent, in line with its values.

Therefore, GAMING1 selects and recruits its Employees exclusively on the basis of the qualifications, skills and attitude required for the work to be performed.

There is therefore a great diversity within teams. GAMING1 ensures the development of the professional skills and the careers of each Employee without discrimination of any kind.

### 3/2 • Non-discrimination

GAMING1 as well as its Employees refrain from any form of discrimination (difference in treatment), whether direct or indirect.

It is therefore forbidden to engage in or tolerate any discriminatory practice during hiring or in any decision within GAMING1.

This same prohibition also applies to relations with third parties.

An Employee found guilty of discrimination will be sanctioned by one of the disciplinary measures provided for in the employment regulation. (Cf. Employment regulations).

### 3/3 • Freedom of association • Liberté d'association

GAMING1 takes care to create working conditions that allow respect for individuals, freedom of association and collective negotiation. On a daily basis, GAMING1 implements processes and tools to enable Employees to communicate with each other and with management. This allows for free discussion in a constructive and collaborative manner. No form of harassment is tolerated.

GAMING1 respects the right of Employees to choose whether or not to join a trade union, or to have recognized Employee representation in accordance with applicable local law.

GAMING1 recognizes the rights of Employees to freely associate and bargain collectively and is committed to fostering open and inclusive workplaces that are based on recognized human rights in the workplace.

### 3/4 • Harassment-free workplace • Lieu de travail sans harcèlement

GAMING1 considers it its responsibility to ensure respectful treatment within the company and provides a harassment-free work environment for all Employees.

Harassment, intimidation and humiliation are therefore totally inappropriate in the workplace. They can take several forms:

- Written or verbal remarks, jokes related to religion, race, ethnicity, gender or age;
- Physical or sexual advances;
- Threatening gestures or expression of violence;
- Threats of violence.

GAMING1 and the Employees undertake to refrain at all times from any form of violence or moral or sexual harassment at work.

Anyone who has suffered such damage may contact Human Resources or a member of the management/line management

at any time. Human Resources and/or members of the line managements will interview the Employee and, if they deem it necessary, will take the necessary measures to avoid or at least limit the damage.

Following these events, various decisions can be taken:

- A dismissal of the perpetrator;
- A conciliation between victim and perpetrator;
- A transfer of the victim to another team or entity of GAMING1, or of the perpetrator to another department, where the operational needs of GAMING1 allow this;
- Enhanced supervision by management.

## 3/5 • Workplace health & safety

### • La santé et la sécurité au travail

GAMING1 recognizes the right of its Employees to a work environment adapted to their professional needs. GAMING1 guarantees compliance with the health and safety requirements imposed by the European authorities. GAMING1 provides a safe and healthy working environment taking into account current knowledge and any specific hazards identified. GAMING1 has taken adequate measures to prevent accidents and injury to health arising out of, associated with, or occurring in the course of work by minimizing, to the extent reasonably

possible, the causes of hazards inherent in work environments (cf. Employment regulations).

GAMING1 promotes consistent and fair wage and hour practices for all Employees. GAMING1 complies with all laws and regulations regarding wage practices and job classification based on job level and status. Wages and benefits paid for a standard work week meet, at a minimum, national legal standards. No mandatory overtime is allowed, except as otherwise provided by applicable law.

## 3/6 • Human rights • Droits fondamentaux

GAMING1 respects the Human Rights and the principles of the Universal Declaration of Human Rights, the ILO Declaration and the guidelines of the United Nations and the OECD.

At GAMING1, everyone's human dignity must be respected. Each right must be exercised in a responsible and proportionate manner and each relationship must be exercised with respect for others, both towards Employees and towards Third Parties.

Furthermore, Gaming1 maintains a strict zero-tolerance policy towards human trafficking, child labor, and forced labor.

Within this framework, it is important to clarify that a "child" is defined as an individual below the age of 15.

We hold our suppliers to the same unwavering standard, expecting their full adherence to our principle without exception. Additionally, we actively cultivate a culture of vigilance and accountability among our employees, encouraging them to promptly report any witnessed violations.

In cases where violations are confirmed, we take swift and decisive action, including the termination of relationships with all parties involved.



# Our commitment to protect our assets • notre engagement à protéger nos actifs

## 4/1 • Data and confidential information protection

### • Protection des données et des informations confidentielles

GAMING1 is aware that it has in its possession a great deal of data concerning customers, business partners, Employees etc. and that the disclosure of such data could harm them and damage its reputation and business.

Data protection is therefore a core concern for GAMING1. GAMING1 uses this data in accordance with its internal rules and the applicable legislation.

In addition to complying with the European General Data Protection Regulation n°2016/679, GAMING1 has chosen to comply with the ISO27001 standard (Information technology - Security techniques - Information security management systems - Requirements). Compliance with this ISO27001 standard ensures a more global protection of GAMING1's data. To this end, an ISMS (Information Security Management System) Manual has been written.

Technical and organizational measures are put in place to ensure the protection of personal data and confidential information. Various procedures are applicable and brought to the attention of GAMING1 Employees such as a Log Policy, Measures and Surveillance Policy, Media Disposal Policy, Password Policy, Physical and Environmental Security Policy, Document Management Policy, Visitor Management Policy, Project Management Notification Policy, Risk Assessment Policy, Risk Documentation Manual, Scope Document, Security Device Policy, Security Policy - Short, Training Policy, Teleworking Policy, Test & Staging database Cleanup Policy, etc.

In addition, Employees receive regular training on the ISO27001 standard and its implementation within GAMING1. The purpose of these training sessions is to help Employees comply

with the ISO270001 standard and, in so doing, to promote its circulation and application throughout GAMING1.

These various measures allow GAMING1 to be ISO270001 "certified". This certification is issued following an audit that verifies the measures implemented and the continuous improvement process within the scope of ISMS.

GAMING1 requires its partners to use the confidential information provided to them by GAMING1 only to facilitate the terms of supply of products or services to GAMING1. External business partners who have been given access to confidential information as part of their business relationship with GAMING1 must keep such confidential information secure, may not share it with any third party (unless authorized by GAMING1), and must destroy it in accordance with applicable legal or contractual deadlines or upon request by GAMING1.

GAMING1 also requires Subcontractors and Third Parties to comply with all applicable laws and regulations regarding the collection, use, processing, storage and disposal of data received from GAMING1 (including personal data received) as well as the requirements of GAMING1's Privacy Policy.

## 4/2 • Intellectual property • Propriété intellectuelle

It is important to preserve GAMING1's tangible and intangible assets, which include, among other things, GAMING1's computer systems and intellectual property. We protect all GAMING1 assets from any loss, theft, damage, or abusive and fraudulent use. We use these assets responsibly and in accordance with their legitimate purpose.

GAMING1's unique approach to services and products is based on innovative technologies. These technologies and know-how are essential points for GAMING1. Intellectual property is therefore integrated into all aspects of GAMING1's activity and is of vital importance. Therefore, these intangible assets must be managed and protected appropriately.

GAMING1 requires its Employees and Subcontractors to protect and respect all elements on which GAMING1's intellectual property rights apply or are likely to apply (tools, standard documents, methodologies, etc.) and to which it has access, and not to use or distribute them with prior written agreement from GAMING1.

GAMING1, for its part, also preserves the intellectual property of third parties.

## 4/3 • Physical property • Propriété matérielle

Within Gaming1 it is important to preserve the tangible and intangible assets (cf. 5.2. Intellectual property).

Each Employee must use the property made available to them, belonging to GAMING1 or its external professional partners, for exclusively professional purposes and only as part of their mission and professional tasks.

Each Employee is responsible for protecting the property made available to them against theft, any damage or misuse.

It is noted in this context that GAMING1 has in its possession valuable material assets that are imperative to preserve.



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