

FIRST ROLL
PRIVACY NOTICE

Last updated: May 2026

Version: 1

First Roll is a trading concept operated by **Genting Leisure Limited** (“we”, “us”, “our”).

We are committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use and protect your personal data when you use our services, visit our venues, or interact with our website.

1. DATA CONTROLLER

For the purposes of UK data protection law (including the UK GDPR, the Data Protection Act 2018 and the Data (Use and Access) Act 2025), the data controller of your personal data processed in relation to First Roll is:

Genting Leisure Limited whose registered office is Genting Club Star City, Watson Road, Birmingham, B7 5SA

Company number: 06563068

Registered in England and Wales.

If you have any questions about this Privacy Notice or our data processing activities, please contact us at: **dpo@gentinguk.com**

2. INFORMATION WE COLLECT

We may collect and process the following types of personal data:

2.1 Information you provide to us:

This includes:

- Name, email address and telephone number.
- Booking and payment details.
- Information provided when making an enquiry or complaint.
- Information you provide when signing up to marketing or promotions.

2.2 Information we collect automatically:

When you use our website or Wi-Fi, we may collect:

- IP address and device information.
- Browser type, operating system and usage data.
 - Website interaction data (pages visited, time spent, etc.).

2.3 Information collected at our venues:

- CCTV footage for security purposes.
- Booking and attendance details.
- Gameplay activity (e.g. scores, participation and feedback).

2.4 Information from third parties:

We may receive information from:

- Booking platforms and payment providers.
- Social media platforms (where you interact with us).
- Analytics and marketing partners.

3. HOW WE USE YOUR INFORMATION

We use your personal data for the following purposes:

3.1 To provide our services

- Managing bookings and payments.
- Delivering our gaming and hospitality services.
- Communicating with you about your booking.

3.2 To operate and improve our business

- Analysing usage of our website and venues.
- Improving customer experience.
- Maintaining security and preventing misuse.

3.3 Marketing and communications

- Sending updates, offers and promotions (where permitted).
- Personalising marketing based on your interactions.
- You can opt out at any time.

3.4 Legal and regulatory purposes

- Complying with legal obligations.
- Exercising or defending legal claims.

4. LEGAL BASIS FOR PROCESSING

We rely on the following legal bases under UK GDPR:

- **Contract** – where processing is necessary to fulfil your booking or request.
- **Legitimate interests** – for business operations, improvement and marketing.

- **Legal obligation** – where required by law.
- **Consent** – for certain marketing activities or optional uses.

5. SHARING YOUR INFORMATION

We may share your personal data with:

- **Group companies** within The Genting Group
- **Service providers**, including:
 - Payment processors.
 - IT and hosting providers.
 - Booking and reservation systems.
- **Professional advisers** (legal, financial).
- **Regulators or authorities** where legally required.

We ensure appropriate safeguards are in place for all data sharing.

6. INTERNATIONAL TRANSFERS

Where personal data is transferred outside the UK, we ensure appropriate safeguards are in place (e.g. adequacy decisions or standard contractual clauses).

7. DATA SECURITY

We use appropriate technical and organisational measures to protect your data, including:

- Secure systems and encryption for payments.
- Access controls and staff training.
- Monitoring and security procedures.

8. DATA RETENTION

We retain personal data only for as long as necessary for:

- The purposes set out in this policy.
- Legal, accounting or reporting requirements.

9. YOUR RIGHTS

Under UK data protection law, you have the right to:

- Access your personal data.
- Request correction of inaccurate data.
- Request erasure of your data (in certain circumstances).
- Restrict or object to processing.

- Withdraw consent (where applicable).
- Request data portability.

You also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**.

10. MARKETING PREFERENCES

10.1 How we use your data for marketing

We may use your personal data to send you marketing communications about First Roll, including information about our experiences, offers, events and related services.

We will only send you marketing communications where permitted by applicable law, including where you have given your consent or we have collected your contact details in the course of a sale or negotiation for a sale of our Services, and we market similar services to you (commonly known as the “soft opt-in”).

10.2 What type of marketing you may receive

Marketing communications may include:

- promotions, discounts and special offers;
- new experiences, games or features;
- events and venue updates;
- related hospitality or entertainment services;

These communications may be sent by email and, where permitted, by other electronic means.

10.3 How your data is collected for marketing

We may collect your marketing preferences when you:

- make a booking via our website or booking platform;
- sign up to receive updates or newsletters;
- interact with us in person or at our venues;
- otherwise provide your details to us.

10.4 Your right to opt out

You can opt out of receiving marketing communications at any time:

- by clicking the “unsubscribe” link in any marketing email
- by adjusting your preferences where available
- by contacting us using the details in this Privacy Notice

If you opt out, we will stop sending you marketing communications. However, we may still contact you with service-related, non-marketing communications (for example, booking confirmations or important updates).

11. CHANGES TO THIS PRIVACY NOTICE

We may update this Privacy Notice from time to time. The latest version will always be available on our website.

12. CONTACT

If you have any questions about this Privacy Notice or our handling of your personal data, please contact:

Genting Leisure Limited

Email: dpo@gentinguk.com

Last Reviewed: May 2026

Next Review Due: May 2027