



Email Campaign Privacy Policy

Last Updated: April 26, 2024

Rush Street Interactive and the Rush Street group companies (hereinafter collectively referred to as “RSI,” “us,” “we,” “our,” or “Company”) created this Privacy Policy to apply to all users and customers who participate in the Delaware email campaign, located at <https://delawarersi.com/> (the “Campaign”). This Privacy Policy describes, among other things, the types of information we collect from users when you participate in the Campaign, how we use your information, and how you can access your information.

This Privacy Policy only applies to the Campaign and does not apply to any operation and offering of, and your access to and use of, any online casino and online sportsbook platforms RSI offers. The operation and offering of those platforms, and your access to and use of those platforms, are governed by the privacy policy accepted by customers when registering for accounts and are available via the mobile applications or websites for those platforms. Nothing stated herein shall be deemed to amend, modify, or change the privacy policy for those platforms in any way.

By participating in the Campaign and providing us with your personal Information (defined below), you agree to the practices described in this Privacy Policy and to the updates to these policies posted here from time to time.

If you are a resident of certain U.S. states, you may be entitled to certain individual rights under applicable Data Protection Laws. Please see the **Notice to Certain Residents of Data Subject Rights** section of this Privacy Policy for your rights and how to exercise those rights when applicable.

I. INFORMATION WE MAY COLLECT ABOUT YOU

In the context of the Campaign, we may collect the following categories of information about you which are described in more detail below, hereinafter referred to as “Information.”

A. Information You Provide to Us

In joining the Campaign, you may provide us with Information, including, without limitation:

- Individual identifiers such as name, zip code, and contact information such as home address, and email address
- Communications with us, preferences, and other Information you provide to us such as any messages (including via email or online chat feature), opinions and feedback that you provide to us, your user preferences (such as in receiving updates or marketing information), and other Information that you share with us when you contact us directly (such as for customer support services)
- Additional Information as otherwise described to you at the point of collection or pursuant to your consent

B. Information We May Automatically Collect About You

The Campaign may automatically collect the following categories of usage and technical Information about you. This Information is used by RSI solely to facilitate the communication to Delaware representatives and to provide general statistics regarding the Campaign. This Information may include:

- IP address, which is the number associated with the service through which you access the Internet, like your ISP (Internet service provider)
- Location from which you visit the Campaign
- Date and time of your visit to the Campaign
- Domain server from which you are visiting the Campaign
- Type of computer, web browsers, search engine used, operating system, or platform you use
- Mobile device Information, including the type of device you use, operating system version, and the device identifier.

II. HOW WE USE YOUR INFORMATION

We use and process your Information only to facilitate a communication to a Delaware Representative in conjunction with the Campaign. We will not use Information provided as part of this Campaign for any other purpose. Once the initial communication is sent to a Delaware representative, all communications are between you and the representative, without any involvement by RSI.

III. LINKS TO OTHER WEBSITES

The Campaign may contain links to other websites or services that are not owned or controlled by us, including links to Social Media Platforms such as Facebook, Twitter, or Instagram, or may redirect you off our website away from the Campaign.

This Privacy Policy only applies to Information collected by the Campaign. We are not responsible for the privacy and security practices of those other websites or Social Media Platforms or the Information they may collect (which may include IP address), nor are we responsible for the use of your Information by any Delaware Representative. You should contact such third parties directly to determine their respective privacy policies. Links to any other websites or content do not constitute or imply an endorsement or recommendation by us of the linked website, Social Media Platform, and/or content.

IV. INFORMATION SECURITY

We use commercially reasonable and appropriate administrative, physical, and technical security measures to facilitate the Campaign and safeguard your Information. However, no data transmitted over the Internet or stored or maintained by us or our third-party service providers can be 100% secure. Therefore, we do not promise or guarantee, and you should not expect, that your Information or private communications will always remain private or secure. We do not guarantee that your Information will not be misused by third parties. We are not responsible for the circumvention of any privacy settings or security features. You agree that we will not have any liability for misuse, access, acquisition, deletion, or disclosure of your Information.

If you believe that your Information has been accessed or acquired by an unauthorized person, you should promptly contact us via the How to Contact Us section below so that we can quickly take necessary measures.

V. DATA RETENTION

We will retain your Information for as long as needed to facilitate the Campaign, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies. We will retain and use your Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. In accordance with our routine record keeping, we may delete certain records that contain Information you have submitted to us. We are under no obligation to store such Information indefinitely and disclaim any liability arising out of, or related to, the destruction of such Information.

VI. OPTING OUT OF COMMUNICATIONS ABOUT THE CAMPAIGN

You may opt out of receiving communications about the Campaign from RSI by following the instructions in those communications or How to Contact Us (below). If you opt out, we may still send you transactional or relationship email messages about our ongoing business relations outside of this Campaign.

VII. NOTICE TO CERTAIN RESIDENTS OF DATA SUBJECT RIGHTS

Residents of certain U.S. states may have rights and choices regarding their Information. To the extent any data protection law applies to our collection of your Information, this supplemental section of our Privacy Policy outlines the individual rights you may be entitled to and how to exercise those rights.

Depending on where you live and subject to certain exceptions, you may have some or all of the following rights.

- **Right to Know and Access.** You may have the right to request that we confirm whether we process your Information, and to request information about our collection and use of your Information, including whether we sell or share your Information. You also have the right to request access to Information we may process about you.
- **Right to Data Portability.** Where the processing is carried out by automated means, and subject to certain exceptions, you may have the right to request and obtain a copy of your Information that you previously provided to us in a portable format. In addition, to the extent technically feasible, you may have the right to obtain your Information in a readily usable format that allows you to transmit the Information to another data controller without hindrance.
- **Right to request Correction of Inaccurate Information.** To the extent that we may maintain inaccurate Information, you may have the right to request that we correct such inaccurate Information, taking into account the nature of the Information and the purposes of the processing of the Information.
- **Right to Request Deletion.** You may have the right to request that we delete certain Information or records provided by or obtained about you, with certain exceptions and limitations as allowed under law.

- **Right to Opt Out of the Sale and Sharing of Information.** You may have the right to opt out of the processing of your Information for the purpose of selling or sharing of your Information for cross-context behavioral advertising. To the extent that our use of certain online tracking technologies are deemed to be a “sale” or “sharing” under certain data protection laws, you may opt out of these online tracking technologies by broadcasting an opt-out preference signal, such as the Global Privacy Control (GPC).
- **Right to Opt-Out of the use of Information for Targeted Advertising and Profiling.** You may have the right to opt out of the processing of your Information for purposes of targeted advertising or profiling in furtherance of decisions that produce legal or similarly significant effects concerning you. In the Campaign, we do not use your Information for targeted advertising or profiling purposes.
- **Right to Limit Use and Disclosure of Sensitive Information.** You may have the right to request that we limit the ways we use and disclose your sensitive Information to uses which are necessary for us to perform the Campaign, or deliver the goods reasonably expected by you, or and as authorized by law.
- **Right to Disclosure of Direct Marketers.** You may have a right to know the categories and names/addresses of third parties that have received Information for their direct marketing purposes upon simple request, and free of charge.
- **Right to Appeal.** You may have the right to appeal our denial of any request you make under this section. To exercise your right to appeal, please submit an appeal request via the information in the Contact Us section below. Within the certain timeframe of receipt of your appeal, as proscribed by the applicable law we will inform you in writing of any action taken or not taken in response to your appeal, including a written explanation of the reasons for the decisions. If we deny your appeal, you may contact the Attorney General or another authority which we will help you identify.

To learn more about whether you are guaranteed certain rights, or to submit a request to exercise your rights, please contact us using any of the methods in the Contact Us section.

VIII. EXERCISING YOUR DATA SUBJECT RIGHTS

To exercise any of the rights described above, please submit a verifiable consumer request to us via one of the methods described below. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Information, or an authorized representative; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

To help protect your privacy and maintain security, if you request access to or deletion of your Information, we will take steps and may require you to provide certain information to verify your identity before granting you access to your Information or complying with your request. This information may include asking for identifying information like a phone number, email address, or home address. In addition, if you ask us to provide you with specific pieces of Information, we may require you to sign a

declaration under penalty of perjury that you are the consumer whose Information is the subject of the request. Only you or your authorized agent may make a verifiable consumer request related to your Information. If you designate an authorized agent to make a request on your behalf, we may require you to provide the authorized agent written permission to do so and to verify your own identity directly with us (as described above). You may also make a verifiable consumer request on behalf of your minor child.

Email us: Legal@rushstreetinteractive.com

Write us: Rush Street Interactive, LP
ATTN: Legal – Privacy Counsel
900 N Michigan Ave, Suite 950
Chicago, IL 60611

IX. GEOGRAPHIC LOCATION OF DATA STORAGE AND PROCESSING

The Campaign is targeted to individuals located in the United States. As such, we collect Information and process and store that Information in databases located in the United States. If you are visiting the Campaign from a country outside the United States, you should be aware that you may transfer personally identifiable Information about yourself to the United States, and that the data protection laws of the United States may not be as comprehensive as those in your own country. By visiting the Campaign and submitting any personally identifiable Information, you consent to the transfer of such personally identifiable Information to the U.S.

X. CHILDREN'S INFORMATION

The Campaign is intended only for users over the age of twenty-one (21). You agree that you are not under twenty-one (21) years of age. If we become aware that a user is under twenty-one (21) and has provided us with Information, we will take steps to comply with any applicable legal requirement to remove such Information. Contact us if you believe that we have mistakenly or unintentionally collected Information from anyone under the age of twenty-one (21).

XI. DIFFICULTY ACCESSING OUR PRIVACY POLICY

Individuals with disabilities who are unable to usefully access our Privacy Policy online may contact us to inquire how they can obtain a copy of our policy in another, more easily readable format.

XII. "DO NOT TRACK" SIGNALS

We do not support "Do Not Track" and do not recognize any Do Not Track settings in your web browser. Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

XIII. CHANGES TO THIS PRIVACY POLICY

We reserve the right to change, modify, or amend this Privacy Policy at any time to reflect changes in our products and service offerings, accommodate new technologies, regulatory requirements, or other purposes. If we modify our Privacy Policy, we will update the "Last Updated" date and such changes will be effective upon posting. It is your obligation to check our current Privacy Policy for any changes.

XIV. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Information we have collected about you, please contact us at the following:

Email us: Legal@rushstreetinteractive.com

Write us: Rush Street Interactive, LP
ATTN: Legal – Privacy Counsel
900 N Michigan Ave, Suite 950
Chicago, IL 60611