

# Bulldog Gaming Privacy Policy

Last Updated: [March 5, 2026]

## 1. Introduction

Welcome to Bulldog Wallet, LLC d/b/a Bulldog Gaming (“Bulldog,” “we,” “our,” “us”). This Privacy Policy (the “Policy”) outlines how we collect, use, and safeguard your information when you visit our websites, register for or use our services, interact with us online or offline, or when you share personal data with third parties that in turn can be shared with us (collectively, the “Services”).

This Policy applies to “Consumers” as defined under U.S. privacy laws, specifically the California Consumer Privacy Act, including as amended by the California Privacy Rights Act (“CCPA”), the Virginia Consumer Data Privacy Act (“VCDPA”), the Colorado Privacy Act, the Utah Consumer Privacy Act, Connecticut’s Act Concerning Personal Data Privacy and Online Monitoring, and any other U.S. privacy laws, as each are amended and as and when they become effective, and including any regulations thereunder (collectively, the “U.S. Privacy Laws”).

This Policy is intended to provide you with notice of our current personal data practices from the “Last Updated” date of the Policy. Sections 2 and 5 describe the types of personal data we collect and how we use that personal data, providing “**notice at collection**” to California residents for purposes of the CCPA.

Our website and Services are not intended for children under 21 years of age. No one under the age of 21 may provide any personal data to us. We do not knowingly collect personal data from children under 21. If you are under the age of 21, do not use or provide any personal data to us through our website or third party service providers. If we learn we have collected or received personal data from a child under 21 without verification of parental consent, we will delete that information. If you believe we might have any information from a child under 21, please contact us.

## 2. Types of Personal Data We Collect

We may collect the following types of personal data:

- **Contact and personal information:** Name, email address, phone number, and mailing address.
- **Payment or financial information:** credit card and bank account information.
- **Online and technical information:** Browser type, operating system, IP address, pages viewed, and the date and time of your visit.
- **Unique IDs and account information:** account numbers and system identifiers (username or login credentials).

- **Characteristics of Protected Classifications:** driver's license number, gender, and age.
- **Demographic information:** date of birth.

### 3. How we Collect Personal Data

We collect personal data about in you in various ways:

- **When you share it directly with us.** For example, when you register for an account with us, complete a "contact us" form on our website, or contact us by telephone or email.
- **When you interact with our websites.** We may use automated technologies that collect information from you when you visit our websites or view our advertisements. For example, we use cookies (a tiny file stored on your computer's browser) to tell us what browser and operating system you have, your IP address, and about your online browsing history.
- **When you interact with our service providers.** We may receive information that our third-party service providers collect and share with us on our behalf. For example, you may interact with our third-party customer service provider when you chat with them via our website.

### 4. Advertising and Analytics

We may allow others to provide analytics services and serve advertisements on our behalf across the web and in mobile apps. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information may be used by us and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests about our Services, and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices). Your device may also include a feature ("Limit Ad Tracking" on iOS or "Opt Out of Interest-Based Ads" or "Opt Out of Ads Personalization" on Android) that allows you to opt out of having certain information collected through mobile apps used for behavioral advertising purposes.

### 5. How We Use Personal Data

We use your personal data for various purposes, including:

- Performing the Services for you and operating our business.
- Responding to your inquiries and providing customer service.
- Sending you promotional materials and updates (if you have opted in to receive them).

- Improving our Site and services.
- Complying with legal obligations and recordkeeping and auditing.
- Purposes disclosed at collection when you provide your personal data to us.
- Legitimate business purposes that are compatible with the purpose of collecting your personal data and that are not prohibited by law.
- Understanding your interests and preferences.
- Engaging in fraud monitoring and prevention.
- Performing research and business analytics.
- Tailoring marketing communications from our affiliates and selected third parties.

## 6. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your experience. Cookies are small data files stored on your device that help us understand how you interact with our Site. You can adjust your browser settings to refuse cookies or alert you when cookies are being used, but some features of the website may not function properly without them.

We use cookies to:

- Allow you to browse our website and use its features.
- To help us improve your experience when visiting our website.
- To learn more about the way you interact with content on our website.
- To remember your preferences and customize our website experience for you.
- To identify and resolve errors.
- To analyze how well our website is performing.
- To serve you customized advertisements.

We use the following types of cookies:

- **Strictly necessary cookies:** these cookies allow the web page to load or provide some essential functionality without which the page would not work.
- **Functional cookies:** these cookies allow our website to remember your preferences, making it more efficient and user-friendly.
- **Analytics cookies:** these cookies tell us information about the performance of our website.
- **Targeting cookies:** these cookies are known as “marketing” cookies. They track your online activity on our website to help advertisers deliver more relevant advertising to you or limit how many times you see an advertisement. These cookies can share that information with other organizations or advertisers. These are persistent cookies and are usually administered by third parties.

## 7. How we share Personal Data

We do not sell or rent your personal information to third parties. During the past 12 months, we have shared your information with:

- All categories of personal information listed above to our Service Providers: We may share your personal data with our third-party vendors who assist us in operating our website and providing our Services (e.g., payment processors and marketing partners who deliver our emails and marketing communications to you). We also disclose your personal data with our lawyers, auditors, consultants, information technology and security firms, and other service providers who help us run our business.
- All categories of personal information listed above with authorities or organizations when required by law or to protect our rights and property. We may also share your personal data with another company that purchases some or all of our business assets.

During the past 12 months, we have shared the following for business or commercial purposes:

- Online and Technical Information and Unique IDs with select third party advertising partners to allow them to provide custom advertising, programs, and other services to you.

## **8. How we protect your personal data**

Bulldog implements appropriate security measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction. Where appropriate, these steps include technical measures like intrusion detection and prevention systems, unique and complex passwords, encryption, and firewalls. We also ensure that our employees are trained in data security and that they only have access to it on a need to know basis.

## **9. Your Data Privacy Rights**

Under U.S. Privacy Laws, you may have the right (depending on your state of residency) to:

- Access and review the personal data we have collected about you, including the sources of the data and purposes for which it was collected (a "Categories Request").
- Request corrections to any inaccurate or incomplete information.
- Request the deletion of your personal information (subject to certain legal obligations).
- Opt-out of receiving marketing communications.
- Not be discriminated against for exercising any of your privacy rights.
- To exercise these rights, please email us at: (404) 941-3204.

As permitted by U.S. Privacy Laws, we may require certain requests you submit to us to be subject to identity verification process. We will not fulfill a request unless you have provided sufficient information to allow us to verify your identity and confirm you are the consumer about whom we collected the personal data at issue.

If we cannot verify you in respect of certain requests, such as if you do not provide the requested information, we will still take certain actions as required by certain U.S. Privacy Laws. For example:

If we cannot verify your deletion request, we will refer you to this Policy for a general description of our data practices.

If we cannot verify your specific pieces request, we will treat it as a categories request.

## **10. Data Retention**

We retain personal data for as long as needed or permitted in light of the purpose(s) for which it was collected and consistent with applicable law. We use the following criteria when determining our retention periods:

- The length of time we have an ongoing relationship with you and provide the Services to you;
- Whether there is a legal obligation that requires us to retain such personal data (for example, certain laws require us to keep records for a certain period of time); and
- Other legal considerations (like litigation holds).

## **11. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Your continued use of our website or services after any changes indicates your acceptance of the updated Privacy Policy.

## **12. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at:

Bulldog Gaming, LLC  
1640 Airport Road  
Suite 104  
Kennesaw, GA 30144  
Phone: (404) 941-3204