

Super Group Artist Initiative Basketball Design Competition: Terms and Conditions – General Public Category

Introduction

We, at Super Group (SGHC) Limited (“**SGHC**”, “**we**”, “**us**”, “**our**”, or “**Company**”), respect the privacy of our users (each, “**you**” or “**User**”) and are committed to protecting any privacy of Users who access, visit, or engage with our website, available at www.supergroup.com, as well as any other websites the Company owns and that link to this Privacy Notice (collectively: the “**Websites**”).

This Privacy Notice will help you understand what types of information we collect through the Websites and any business interactions with you, how the Company uses it, and what choices you have. We encourage you to read this Privacy Notice carefully and use it to make informed decisions.

Our website is not intended for minors, and we do not knowingly collect data relating to minors (see later in the Privacy Notice for more information).

We do not sell your data to 3rd-parties for any purpose, including direct marketing.

We keep our privacy practices under review and may amend this Notice from time to time. This version is dated 26 February 2026.

About SGHC

Super Group is the holding company for leading global online sports betting and gaming businesses: Betway, a premier online sports betting brand, and Spin, a multi-brand online casino offering.

This privacy policy is issued on behalf of the Super Group group of companies and when we mention “SGHC”, “we”, “us” or “our” in this policy, we are referring to the company in the Super Group group of companies that is relevant for processing your personal data.

Super Group (SGHC) Limited is the data controller responsible for this website and for processing personal data collected via the website. It is a company registered with The Guernsey Registry under company number 69022 and with the Office of the Data Protection Authority (Guernsey) under registration number DPA7524.

We have appointed a Group Data Protection Officer (“GDPO”) who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this policy, including any requests to exercise your legal rights, then please contact the GDPO using the contact details given at the end of this policy.

Please note that, where you are using one of our Brand websites for gambling and gaming purposes, you should refer to the Privacy Notice on that website for specific information relating to how your information might be used for those purposes.

Collection and Storage of Your Personal Information

We collect and use the following types of information about you:

Personal Information

Personal Information is information that identifies an individual or that may, with reasonable effort, identify an individual. We gather the following types of Personal Information:

Websites:

- **Device information:** We collect from our Users specific types of connection details and information with regard to their device, software or hardware that may identify them, such as online identifiers, device unique identifiers (e.g. UDID, MAC address), IP address and geolocation.
- **Analytics data:** Our servers automatically record certain information regarding the use of our Websites, using third-party analytics providers such as Google Analytics. Such data may include information such as the website that you were visiting before accessing our Websites and other statistics related to our Websites. We also perform statistical analysis on all of the data and metadata which is collected through our Websites. We use this information to administer the Websites and analyze this information to improve and enhance the Websites by expanding their features and functionality. Such data is also used for troubleshooting errors and bugs as well as for research and analytics purposes about your use of the Websites.

Business Interactions:

- **Contact Information:** We collect contact information such as name, email address, correspondence address, contact telephone numbers.
- **Financial Information:** We may collect limited financial information related to investments in SGHC in the case of investors and other interested parties.
- **Events Information:** We may conduct events, such as competitions, in which you may voluntarily participate. If you choose to participate, we may collect the following information: your full name, age, email address, city and country

of residence. We may also request your likeness (such as photographs or video recordings), where relevant.

There are certain types of personal data (referred to as “special category data”) that are afforded a higher level of protection under applicable data protection law because they are more sensitive. Special category data include personal data relating to a person’s racial or ethnic origin, religious or philosophical beliefs, trade union membership, genetics, biometrics, health, sex life or sexual orientation. We do not request any special category data via our website.

Non-personal Information

Non-personal Information is non-identifiable information that, when taken alone, cannot be used to identify you. As such, we are not aware of the identity of the user from which the Non-personal Information was collected.

We may anonymize or de-identify the information collected by the Websites or via other means so that the information cannot, on its own, personally identify you. We also collect aggregate user data regarding your use and activity on our Websites. Our use and disclosure of such aggregated or de-identified information is not subject to any restrictions under this privacy policy, and we may disclose it to others without limitation and for any purpose.

For the avoidance of doubt, if we combine Personal Information with Non-personal Information (e.g. analytics data), the combined information will be treated as Personal Information as long as it remains combined.

How we use your Personal Information

In addition to the purposes already explained, the Personal Information we collect is used for the following purposes:

- Provide, operate, maintain, improve, and promote the Websites;
- Enable you to access and use the Websites;
- Respond to inquiries and register for our competitions, and announce winners on our website;
- Comply with legal obligations as well as to investigate and prevent fraudulent transactions, unauthorized access to the Websites, and other illegal activities. This may require inclusion of financial information where required to meet legal obligations e.g. Insider Trading Reporting obligations etc;
- To enforce our terms and policies;
- Process for other purposes for which we obtain your consent.

Do we share your Personal Information?

We will not sell your personal data to other parties. However, we work with other companies who help us run our business (“**Service Providers**”). These companies provide services to help us store information (such as cloud storage companies) and otherwise operate and improve our Websites. These Service Providers may only process Personal Information under our direct instructions and in compliance both with this Privacy Notice and other applicable confidentiality and security measures and regulations.

Specifically, we do not permit our Service Providers to use any Personal Information we share with them for their own marketing purposes or for any other purpose than in connection with the services they provide to us. In addition to sharing with Service Providers as described above, we may also share your Personal Information with others in the following circumstances:

- With other subsidiaries or affiliate companies;
- With our resellers and other sales partners who may help us distribute the Websites;
In the event of a merger, sale, change in control, or reorganization of all our part of our business;
- When we are required to disclose Personal Information to respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims;
- Where we have a good-faith belief sharing is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our policies, or as otherwise required to comply with our legal obligations;
- With our auditors and other external parties engaged to examine a report on our business conduct; or
- As you may otherwise consent from time to time.

Third-parties who we may share your Personal Information with will be required to meet our standards on processing information and security. The Personal Information we provide them will only be provided in connection with the performance of their function.

Why we use your Personal Information

Our legal basis for collecting and using your Personal Information will depend on the Personal Information collected and the specific context in which we collect it. We normally collect Personal Information from you only where:

- (a) we have your consent to do so,
- (b) where we need your Personal Information to perform a contract with you (e.g. to deliver the service you have requested)
- (c) where the processing is in our legitimate interests; or
- (d) where we are required to collect, retain or share such Personal Information under applicable laws. In some cases, for example, we may need the Personal Information to protect your vital interests or those of another person.

Where we rely on your consent to process your Personal Information, you have the right to withdraw or decline consent at any time. Where we rely on our legitimate interests to process your Personal Information, you have the right to object. We will only use your personal data for the purpose for which we collected it, unless we reasonably consider that we need to use it for another reason which is compatible with the original purpose. If we need to use your personal data for an unrelated purpose, we will contact you and explain the legal basis which allows us to do so.

If you have any questions about or need further information concerning the legal basis on which we collect and use your Personal Information, please contact us through the contact details available below.

Cookies

When you visit or access our Websites we use (and authorize 3rd parties to use) pixels, cookies, events and other technologies (collectively, "Tracking Technologies"). Those allow us to automatically collect information about you, your device and your online behavior, in order to enhance your navigation in our Websites, improve our Websites' performance, perform analytics and customize your experience. In addition, we may merge data we have with data collected through these tracking technologies and data we may obtain from other sources and, as a result, such data may become Personal Information. For more information about the cookies we use please read our cookie policy, a copy of which can be found [here](#).

We also use a tool called "Google Analytics" to collect information about your use of the Websites. Google Analytics collects information such as how often users access the Websites, what pages they visit when they do so, etc. We use the

information we get from Google Analytics only to improve our Websites and services. Google Analytics collects the IP address assigned to you on the date you visit sites, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to the Websites is restricted by the Google Analytics Terms of Use and the Google Privacy Policy.

For further information regarding our use of such technologies, please read the "Cookie Policy" on this website, which can be found at <https://beta.supergroup.com/cookies> or on any Brand website you use.

Your Rights

Certain jurisdictions provide Users with certain statutory rights to their Personal Information. You may have the right to certain actions to your Personal Information such as:

- To receive confirmation as to whether or not Personal Information concerning you is being processed, and access your stored Personal Information, together with certain supplementary information.
- To receive Personal Information you directly volunteer to us in a structured, commonly used and machine-readable format.
- To request rectification of your Personal Information that is in our control.
- To request erasure of your Personal Information.
- To object to the processing of Personal Information by us.
- To request to restrict processing of your Personal Information by us.

However, please note that these rights are not absolute, and may be subject to our own legitimate interests and regulatory requirements.

If you wish to raise a complaint on how we have handled your Personal Information, you can contact us at the contact details available below.

If you are not satisfied with our response or believe we are collecting or processing your Personal Information not in accordance with the laws, you can file a complaint to the applicable data protection authority.

How long do we keep your Personal Information?

We retain the Personal Information that we collect from Users for as long as needed to provide our service in relation to the Websites and to comply with our

legal obligations, resolve disputes and enforce our agreements (unless we are instructed otherwise). Retention periods will be determined taking into account the type of the Personal Information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the situation and the need to destroy outdated, unused Personal Information at the earliest reasonable time. Under applicable regulations, we will keep records containing your Personal Information, account opening documents, communications and anything else as required by applicable laws and regulations.

Do we send your Personal Information Overseas (for EEA residents)?

Since we operate globally, it may be necessary to transfer data, including Personal Information, to countries outside the EEA. For example, we employ staff in countries such as South Africa which has comprehensive Data Protection Laws in place.

Where these transfers are to companies within the Super Group, they are subject to an internal Intra-Group Data Transfer Agreement that ensures that all companies within the Group adhere to the same standards of Data Protection as those required under the General Data Protection Regulation (GDPR).

In all other instances, we will transfer your Personal Information only to such countries as approved by the European Commission as providing adequate levels of data protection or we will enter into legal agreements that ensure an adequate level of data protection. Where we use standard contractual clauses and supplementary measures as the relevant safeguard, we will also conduct a transfer impact assessment to ensure adequate protection of your personal data.

Note: The European Economic Area (EEA) includes all EU countries and also Iceland, Liechtenstein and Norway.

How we keep your Personal Information safe?

We have implemented and maintain appropriate security measures to prevent your Personal Data from loss, unauthorised use, access, alteration, or disclosure. Where appropriate, we employ encryption, pseudonymisation (for example, by using your customer ID rather than full name) and anonymisation solutions to reduce the impact of any security incident to Personal Data. Although, the nature of the internet means that transmission and storage of information may not be totally secure, we have deployed end to end encryption to protect your Personal Data in transit and static encryption to protect your Personal Data at rest.

In addition, we limit access to your Personal Data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your Personal Data on our instructions, and they are subject to a duty of confidentiality.

If you feel that your privacy was treated not in accordance with this Privacy Notice, please contact us directly at the contact details available below.

Minors

We do not knowingly collect or solicit personal information from anyone under the age of consent (as determined under the applicable laws where the individual resides; “**Age of Consent**”). By accessing, using or interacting with our Websites you certify to us that you are not under the Age of Consent. In the event that we learn that we have collected personal information from an individual under the Age of Consent without verification of parental consent, we will delete that information upon discovery. If you believe that we might have any information from or about an individual under the Age of Consent, then please contact us through the contact details available below.

Changes to the Privacy Notice

We reserve the right to change this privacy policy at any time, so please re-visit this page frequently. We will provide notice of substantial changes of this Privacy Notice through our Websites or we will send you an e-mail regarding such changes to the e-mail address that you provided (if you have provided us with one). Such substantial changes will take effect seven (7) days after such notice was provided on any of the above-mentioned methods. Otherwise, all other changes to this Notice are effective as of the stated “Last Revised” date, and your continued use of the Websites after the Last Revised date will constitute acceptance of, and agreement to be bound by, those changes.

How to contact us

If you have any questions about this policy, please contact us at: privacy@supergroup.com

or by post to:

SGHC Limited
Kingsway House, Havilland St.
St Peter Port, Guernsey
United Kingdom, GY1 2QE

If you reside in the EU, you may also approach our EU entity:

Betway Limited
9 Empire Stadium Street
Gzira GZR 1300
Malta

Complaints

If you are unhappy about our use of your personal information, you may contact us using the details given above. We will investigate your complaint and notify you in writing of the outcome as soon as possible and in any event within 30 days of receiving the complaint.

If you are unsatisfied with our response to your complaint, you may refer your concerns to the relevant supervisory authority in your country.

In the United Kingdom, we are regulated by the Information Commissioner's Office ("ICO"). You may make a complaint to the ICO using any of the following contact methods:

Telephone:

+44 (0) 303 123 1113

Website:

<https://ico.org.uk/make-a-complaint/>

Post:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

In Guernsey, we are regulated by the Office of the Data Protection Authority ("ODPA"). You may alternatively make a complaint to the ODPA using any of the

following contact methods:

Telephone:

+44 1481 742074

Email:

info@odpa.gg

Website:

<https://www.odpa.gg/for-individuals/make-a-complaint/>

Post:

Office of the Data Protection Authority

Block A

Lefebvre Court

Lefebvre Street

St Peter Port

GY1 2JP