

Welcome to Love my Lotto!

Affiliate Programme Operating Agreement

*Standard and Corporate Terms & Conditions
Last update 30TH July 2013.*

Your relationship with Love my Lotto Ltd

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This document must be read in conjunction with the interconnecting Terms and Conditions, Terms of Use Policy, Acceptable Use Policy, Website Use Policy, Cookies Policy and Privacy Policy applicable to all Player Members using all or any part of our websites.

lovemylotto.com is the trade name and is a website operated by Love my Lotto Ltd. (The Company). As such any references to one apply both individually and equally together with the other. Any references to “our, us, we” means either lovemylotto.com or Love my Lotto Ltd, and or any subsidiary company or domain name used on this website that is owned and or operated by the company.

lovemylotto.com is a wholly owned internet website domain of Longruff Ltd and operated by Love my Lotto Ltd and is the World’s first all- inclusive multi-lottery system. Longruff Ltd grants Love my Lotto Ltd use of all intellectual property rights in the operation of the lovemylotto.com website by way of licence. Longruff Ltd reserves the right to transfer the licence to another company at its discretion without notice or reference to any individual or body corporate. In such circumstances any individual or body corporate will have the right to decide if they wish to continue with the association given under this APOA.

Love my Lotto Ltd registered in England and Wales under company number 07856706 Registered Office at Union House, Union Street, Stratford-upon-Avon, CV37 6QT. Our main trading address is Union House, Union Street, Stratford-upon-Avon, CV37 6QT.

“Love my Lotto Ltd” means the operator of this website individually and severally and respectively.

Love my Lotto Ltd and lovemylotto.com are not a gaming or gambling company requiring a licence from the UK Gambling Commission.

We are not or need to be regulated by the Financial Services Authority; membership of a Syndicate does not amount to joining a collective investment scheme.

Joining a Syndicate and playing any Game through the Websites provides no guarantee of receiving any Winnings and we in no way guarantee you any return on your Membership Fee.

It is illegal for a promoter or participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting other people to join a trading scheme. Do not be misled by claims that high earnings can be easily achieved.

We reserve the right to provide any other type of alternative legally licensed lottery draw, other than those specifically referred to anywhere in our Universal Services, including Terms & Conditions, Policy Documents and Website.

The contents of this Affiliate Programme Operating Agreement apply to all membership applicants irrespective of whether the application is made online or offline and apply to Sponsors, Affiliates, or anyone else connected with the promotion, selling or use of the Affiliate Programme Operating Agreement including Corporate Partners.

lovemylotto.com is an internet platform operated by Love my Lotto Ltd. lovemylotto.com procures legally licensed lottery products and via our Website or the Website of Affiliates brings prospective players together to form collectively called syndicates or player groups.

Introduction

This agreement states the full Terms and Conditions that apply to individuals or entities participating in the lovemylotto.com (“we”, “us”, or “our”) affiliate programme (“the Programme”).

Please read this agreement carefully, this agreement together with the affiliate application sign up form and any other information we may provide to you by whatever means, including e-mails or our website from time to time, contains the Terms and Conditions applicable to your entry and participation in the lovemylotto.com online, and offline affiliate programme.

When you have completed the affiliate application form and accepted the Terms and Conditions by signing or ticking the relevant acceptance box applicable to the affiliate program, you will only be accepted into the affiliate program on the absolute clear understanding that you have read and understood the Terms and Conditions and agree to them, any variations to the affiliate Terms and Conditions can only be made by the Directors of Love my Lotto Ltd, the operators of lovemylotto.com. Any variation to the Terms and Conditions applicable to the affiliate program not specifically agreed in writing or posted on our website by the Directors of Love my Lotto Ltd, will be deemed to be totally invalid.

Affiliates are prevented from earning commission from their own personal purchases of all or any lovemylotto.com products, as this could constitute a price reduction in syndicate membership and breach our rules on the full and proper format of a syndicate, as expressed in our Player “Terms & Conditions”.

Please note that affiliates operating under this programme are required to maintain a “player membership” of at least a Silver subscription syndicate level or above. This is in order for the Company to provide all of the additional services for which it would otherwise have to make a charge, in addition it demonstrates to other potential affiliates your faith and belief in the product, gives you a chance to share in a syndicate win, and provides a “hands on approach” to both the Company’s and your business.

If you do not agree with any of the Terms and Conditions of our Affiliate Program Operating Agreement or any other Terms and Conditions applicable to our website, including the Terms and Conditions that apply to members and players you should not join our affiliate programme.

Where used in this Agreement, any references to: “you” “your” and /or “affiliate” means the individual or entity that applied as the “beneficiary” for payment purposes on our sign up application form and submitted by whatever means. “We”, “our”, “us” means Love my Lotto Ltd and or lovemylotto.com.

This Agreement governs the relationship between you with regard to the Affiliate Programme and the lovemylotto.com website and Love my Lotto Ltd, and replaces any previous versions and their content.

We may at any time alter or modify the Terms and Conditions of this Agreement, in our sole discretion, notification of changes may be by whatever means available to us, including the posting of a new version of the Affiliate Programme Terms and Conditions on our website. It is your responsibility to ensure that you visit the affiliate area of our website frequently to make sure you

are up to date with the latest version of the Agreement and its provisions. Continued use of the website and use of the Affiliate Programme for a period of 7 days after any alterations to the Terms and Conditions, will signify your acceptance of the changes. If during the 7 day period following any alteration of the Terms and Conditions, you disagree with the changes to the extent that you find them unacceptable to you, your only recourse is to terminate this Agreement.

You acknowledge and agree that regulations 9(1) and 9(2) (Information to be provided by electronic means) and 11(1) (placing of the order) of the Electronic Commerce Directive 00/31/EC shall not apply to or have any effect on this Agreement.

Definitions

“Acceptable use Policy” also referred to as the Terms of Use Policy

“Account” means a unique account number that is created and assigned to a player when he/she registers for the services provided by this company via a Tracker and successfully makes an initial deposit.

“Active membership” means a period of time and/ or a number of weeks that a Player Member has paid the requisite amount of money in cleared funds, to be a member of a syndicate.

“Advertising & Marketing” means for the purpose of notifying members of other lottery opportunities, this company is an associate member of Haywire Marketing Ltd, and as such will from time to time inform members of new lottery products.

“Affiliate fee” is the amount due and payable to you, as calculated entirely in accordance with our system’s data and procedures, and in accordance with the Terms and Conditions of this Agreement, together with the fees and payments conditions contained within this Agreement (which may be changed from time to time by us at our sole discretion).

“Affiliate Member”, means any person, persons acting in tandem, partnership, charitable organisation or corporate body that has joined the Affiliate Programme by completing the application process, and being accepted into the programme, this includes all Affiliates that have joined the programme through another Affiliate Member and have completed the application process, having agreed to all Terms and Conditions and the Affiliate Programme Operating Agreement applicable to our Website.

“Affiliate/Player Member” means an Affiliate who fulfils the condition to be an active Player Member at the time of commission calculation at a month end, in order to both earn and receive commission under the terms of this APOA. This condition shall apply to all products that are advertised and marketed on the lovemylotto.com website, which may change at our sole discretion from time to time.

“Affiliate Programmes” means that in addition to the specific in-house affiliate programme operated by Love my Lotto Ltd, other affiliate programmes may also be in existence operated by third parties that employ their own Terms and Conditions. Love my Lotto Ltd reserves the right to utilise and employ the use of other out sourced affiliate programmes at its discretion and without reservation.

“APOA”, means the Affiliate Programme Operating Agreement.

“Affiliate Section” means the area of the website accessible by you, after logging on with your security code and password. This area contains “affiliate member only” information, such as Account, statistical, function and profile details, and how to create additional Trackers, select Banners and Links.

“Application Process” means applying for membership of the Affiliate Programme Operating Agreement by any means that the Company may make available from time to time, having agreed to all Terms and Conditions and the Affiliate Programme Operating Agreement applicable to our Website.

“Charge backs and Fraud” means deposits, payments and revenues of any nature generated either online or offline by or through illegal means, or any action committed in bad faith to defraud us, including any monies generated on stolen credit or debit cards, and or collusion or manipulation of the services or systems we provide.

“Club” means Love my Lotto Ltd and or lovemylotto.com and the “Members” that have successfully made a Full Registration for Membership.

“Company” means Love my Lotto Ltd and or the lovemylotto.com website or any other domains owned or operated by this company.

“Commission” means a pre-agreed amount of money or percentage of sales value that the Company will pay to affiliates or any other sales related persons or body that fulfils their obligations to promote the business of Love my Lotto Ltd and their contractual undertakings.

The amount which an Affiliate, that has fulfilled all their obligations under this APOA, shall receive under the Terms & Conditions of this APOA and the Commission Plan and Rates as set out by the Company, which the Company may change at its sole discretion from time to time.

The Company reserves the right to enter into Commission based plans outside of the normal Commission rates, with companies, groups or individuals where it believes such an association will benefit the Company.

The Company will pay Commission in accordance with the amounts published in the Commission Plan Rates, unless specifically referred to in the Commission Plan Rate, any links to a third party operation from our website will not attract or provide any commission for the benefit of an affiliate under this APOA.

“Commission Rate” means the rate or rates of Commission agreed with an affiliate, company, group or individual.

“Company or Organisation” means registered Or Love my Lotto Ltd registered in England and Wales under company number 07856706 Registered Office at Union House, Union Street, Stratford-upon-Avon, CV37 6QT. Our main trading address is Union House, Union Street, Stratford-upon-Avon, CV37 6QT.

“Love my Lotto Ltd” means the operator of this website individually and severally and respectively.

“Cookies” On 26 May 2011, the rules about cookies on websites changed. This site uses cookies. One of the cookies we use is essential for parts of the site to operate and has already been set. You may delete and block all cookies from this site, but parts of the site will not work. To find out more about cookies on this website and how to delete cookies, see our Privacy Policy notice.

“Domain” means any Domain or Website operated by this Company.

“Dormant Account”, means an account which a player or prospective player has not logged into or otherwise accessed or used for over 90 days.

“Fraud Traffic” means deposits, revenues or traffic generated on the Services through illegal means or any other action committed in bad faith to defraud us (as determined by us at our sole discretion), regardless of whether or not it actually causes us harm, including deposits generated on stolen credit/debit cards, collusion, manipulation of the service or system, bonuses or other

promotional abuse and unauthorized use of any third party accounts, copyrights, trademarks and third party intellectual property rights (which for the avoidance of doubt includes our intellectual property rights) and any activity which constitutes Fraud Traffic referred to as such anywhere else in this document.

“Full Registration”, means the process of successfully registering as a player by opening an account or joining a syndicate having providing all required information, and having been accepted by us.

“Game”, means any Draw-based game used by this Company, its associated companies and or its Domains, or websites.

“Haywire Financial Services Ltd” means the associate company of Love my Lotto Ltd responsible for the collection of all new and subscription recurring payments.

“Haywire Marketing Ltd” (Haywire Marketing) means a company registered with the Information Commissioners Office that maintains the database and markets lovemylotto.com and other associated website products to the database membership.

“Identification Information”, means information used to establish the identity of a Player or Affiliate, including information required by the Company to verify the authenticity of that information, which could require the production and inspection of the Players passport, drivers licence and utility bills.

“Introductory offer” means any offers worded as “introductory” at the first time of joining Love my Lotto Ltd or lovemylotto.com, and is only available at the time of your first application for membership and the company has an “introductory offer” on offer at the time of your membership application, all such offers being time sensitive.

“The Affiliate Academy” means the tutorial section of the affiliate area of our website, giving advice and instruction on performance marketing methods in an easy to understand way, through our social affiliate marketing platform. Our Affiliate Academy prides itself on providing, transparent and ethical solutions, utilising the concepts of innovation, technology, ethics, and strong performance delivery. On giving any advice The Affiliate Academy accepts no responsibility for such advice and where an Affiliate chooses to accept advice it is entirely at their risk.

“lovemylotto.com” is the trade name and is a website operated by Love my Lotto Ltd. (The Company), any references to “our, us, we”, means either lovemylotto.com or Love my Lotto Ltd,

and or any subsidiary company or domain name used on this website that is owned and or operated by the company.

“Management” means the Directors of the Company and or any employee of the Company authorised to make decisions relevant to a particular subject.

“Marketing Materials” means any materials including banners and text links, including Trackers which we make available free of charge or sell to you in our Affiliate Section, the use of which is dependent upon you retaining your membership of the Affiliate programme. We retain all rights to any marketing or promotional material we provide, including the use of our domain name, logo, mark or trade names or any similar name or mark which is confusingly similar or is comprised of the lovemylotto.com name or any other name or mark that we may own from time to time.

“Membership fee” means a payment, if applicable at the sole discretion of the Company, the amount of which may be varied from time to time, to become a member of a syndicate, or to retain membership of lovemylotto.com

The Membership Fee represents a charge made by us for the provision by us of a management service of each Syndicate and is not for the purchase of lottery tickets in any Game.

You shall pay to us the Membership Fee for a Syndicate playing the Game you wish to join, in cleared funds, on or before the monthly subscription date as set out on the Website.

The Membership Fee for any Syndicate is liable to change; written notice of such changes will be provided to you no later than 14 days prior to such change. Written notice can mean by e-mail, to the email address you have provided to us, or by a notification on the Website.

Each payment of the Membership Fee must be by credit or debit card, international money order, bankers draft or UK bank, building society cheque or debit card subscription. We may accept other payment methods from time to time at our sole discretion.

If a Member gives debit card details relating to a bank (or building society) account held jointly with another person, they accept that Winnings won by that Member may be paid into such joint account.

“Multi-level Marketing” (MLM) Also known as “Network marketing, Love my Lotto Ltd is not a multi-level marketing company. The Company pays commission to affiliates and further commission to

affiliates that introduce Players who become affiliates. No further commission is payable to the originator affiliate as specified in the commission document.

“Operator” means lovemylotto.com is the trade name and is a website operated by Love my Lotto Ltd. (The Company), (The Operator). Any references to “our, us, we” means either lovemylotto.com or Love my Lotto Ltd, and or any subsidiary company or domain name used on this website that is owned and or operated by the company.

“Player Member” means a Player who has successfully joined a Syndicate following Full Registration, and has been accepted by us for Membership of a syndicate.

“Month*” is defined as up to 31 days.

“Official Company Materials” means Website, Literature, audio or videotapes and other materials developed, printed, published or distributed by Love my Lotto Ltd and or lovemylotto.com.

“Player”, means a person who has successfully completed Full Registration and has opened an account or made a deposit through your Tracker, who has not been an “Active member” with us during the previous three months, and is legally eligible to participate in the Game, and whose membership has not been terminated, cancelled, suspended, refused, rejected, closed or is dormant.

“Player Group” means the same as “Syndicate”

“Promotional and Marketing Information” means that under the terms of this APOA you agree to receive any promotional or marketing material the Company or Haywire Marketing chooses to send to you, which may be by any normal recognised means of communication including e-mail.

“Services” means any product or service provided to Players and or Affiliates on the lovemylotto.com Website.

“Spam” means any unsolicited electronic communication, including e-mails you send which markets, promotes or refers to us in any way whatsoever, which contains any Marketing Materials, promotional inducements, our Marks or Trackers. We consider the use of “spam” to be a very a serious breach of this Agreement, and we reserve the right to terminate this Agreement, immediately without notice or compensation should the use of “Spam” be brought to our attention.

“Syndicate” means a group of “Full Registration” players, participating in a draw based lottery game identified by a unique number, the syndicate having been allocated an identification number by the Company, together with any draw based lottery entry numbers that the Company may allocate from time to time to that syndicate number, and in accordance with the Terms and Conditions and rules associated and applicable to this company and this website.

“Sponsor” means the Affiliate Member responsible for the enrolment of a new Affiliate Member. An Affiliate Member’s sponsor is listed on their application form.

“Love my Lotto Ltd” together with any of its subsidiaries and websites is a proprietary organisation owned by and for the benefit of its shareholders. The words “Club”, “Members”, or “Membership”, does not confirm any rights or entitlement within the company whatsoever.

“Tracker(s)” means the Tracking URL codes that we provide exclusively to you through which we track Players and potential Players and calculate Affiliate Fees. When a relevant Player opens their Account our system automatically logs the Tracking URL and records you as the affiliate.

“Tracker URL” means the unique hyperlink or other linking tools for access to our Website and Services through which you refer Players or Potential Players.

“Trademarks” means the words “lovemylotto.com” and or any logo, mark. Domain name or trade name which contains, is confusingly similar to or is comprised of the lovemylotto.com name and mark or any other name or mark owned from time to time by us.

“Translation” means the translation of the content of the Website from English (UK) into any other language and that translation does not change the intended meaning of any of the Terms & Conditions of this Affiliate Programme Operating Agreement.

“Universal terms” means all Rules & Regulations and Terms and Conditions applicable to this website wherever stated.

“Upline” Refers to the Affiliate Member or Members above a particular Affiliate Member in a sponsorship line up to the Company. Conversely, it is the line of sponsors that links the Company to an Affiliate Member.

“Website(s)” means, the website located at the URL www.lovemylotto.com and at any URL with which we replace such URL from time to time, and such other website addresses including RSS

feeds which are owned, operated or controlled by or on behalf of us from time to time and which make available such websites and each of its related pages.

“Welcome Mat” means The Operator offers the Affiliate the provision of a personalised marketing tool frequently referred to as a “ Welcome mat” whereby any prospective member accessing our websites may see a greeting originated by an affiliate or affiliate body, such as a company, whether incorporated by liability or not.

Independent Assessment

You warrant that you have independently evaluated the desirability of joining and marketing the lovemylotto.com website or services and the Affiliate Programme Operating Agreement and where you believe it to be applicable have taken professional advice.

Application Procedure

Any Affiliate or any player using or allowing the use of our Website or a website provided by an Affiliate must be over 18 years of age.

In order to become an affiliate of lovemylotto.com you must make a formal application on our website subsequent to the acceptance of the Terms and Conditions set out herein.

You shall provide true and complete information to us regarding your identity and disclosure, when completing and submitting your affiliate application sign up form, and will update such information without delay if all or any part of it should change. You will also provide us with such information, evidence and or proof, as we may request from time to time.

On receipt of your application we may evaluate your Website’s suitability to the Programme. We reserve the sole right to decline your application if we feel that it does not satisfy the interest of either the Company the Website or the Programme.

Membership Term, Renewal and Termination of this Agreement

An affiliate Member is appointed as an independent Affiliate Member for a period of one year from the date of acceptance of the application by Love my Lotto Ltd, (“the company”). The Affiliate Programme Operating Agreement will renew annually on the anniversary of the date of acceptance, unless notice is given by either party that it does not wish to renew the Affiliate Programme

Operating Agreement. This clause does not prejudice the Company's right to cancel the APOA at any time if it feels that action is appropriate.

The Company may carry out a reconciliation of an Affiliate Members account at any time, and may at its sole discretion terminate this Affiliate Programme Operating Agreement if the Affiliate Member has not fulfilled their obligations under the terms of this agreement.

If your application is accepted and it is later determined that you, your website, or content of your website is in anyway whatsoever unsuitable for the Programme, we reserve the right at our sole discretion to cancel the affiliate programme operating agreement agreed with you with immediate effect, and without any form of compensation.

The Company may terminate this Affiliate Programme Operating Agreement, if an affiliate member uses any form of social media managed or operated by the Company or any of its associated partners, to advertise, promote, comment up on in favourable terms or otherwise, any other website without the express permission of the Directors of the Company.

The Company may also terminate this Affiliate Programme Operating Agreement by giving notice to the Affiliate Member, if the Affiliate Member's conduct in any way compromises the Company's reputation, brings the Company's name into disrepute, or contravenes the terms of the Affiliate Programme Operating Agreement, including any and all Terms and Conditions, and Policy and Procedures as stated by the Company from time to time, and for the avoidance of doubt including all or any conditions applicable to a Player Member. This will result in the loss of all rights regarding the Affiliate Programme Operating Agreement and any future bonuses and commissions generated.

The Affiliate Members Relationship with this Company

The Affiliate Programme Operating Agreement defines the relationship between us the Company and you as an Independent Affiliate Member, there is no relationship of exclusivity.

The Affiliate Member is an independent contractor and the Affiliate Programme Operating Agreement does not create a franchise or an employer/employee relationship, partnership, employment agency, or joint venture relationship. An Affiliate Member is not under any obligation to undertake any work of any nature whatsoever. The Company shall not be responsible for any payments to an Affiliate Member in respect of any employment type benefits, such as but not limited to, expenses, insurance, salaries, sickness benefit, taxes, out of pocket costs, national insurance contributions, holiday pay or superannuation.

An Affiliate Member will bear all costs and expenses incurred by him/her in connection with their activities as an Affiliate Member, and he/she hereby indemnifies and keeps the Company indemnified against all actions, proceedings, liabilities, claims, damages, costs, and expenses arising out of or in any way relating to their actions.

Neither party has the authority to bind the other (including the making of any representation or warranty, the assumption of any obligation or liability and or the exercise of any right or power), except as expressly provided in this agreement.

Licence Agreement

The Company grants you a non-exclusive, worldwide, royalty-free licence for the term of this Affiliate Programme Operating Agreement to utilise the integration as detailed under the heading “Integration” for the purpose of generating referrals from your website to lovemylotto.com

You understand that we may at any time(directly or indirectly), enter into marketing terms with other Affiliates on the same or different terms as those provided to you in this Agreement and that such Affiliates may be similar, or competitive to you. You understand that we may re-direct traffic and users from the lovemylotto.com Website to any other online site we deem to be appropriate in our sole discretion, without any reference to you and without any additional compensation to you.

We reserve all rights to any graphics, text, source code, trademarks, trade names and all other intellectual property rights contained within but not limited to the lovemylotto.com Website.

Upon termination of this agreement “(Affiliate Programme Operating Agreement)” you must remove immediately all and any links provided to you by the Company.

Commission

Commission will not be either due or payable to any Affiliate who does not fulfil all their obligations under the terms of this APOA including the requirement at all times to being an active Player Member of the lovemylotto.com Website, any commission that may have been due or payable during an Affiliate/ Player Member inactive period will be forfeit.

The calculation of commission will be in accordance with the Company’s commission plan and policy.

Commission only becomes payable when an affiliate member has accumulated commission of over £25.

The Company will pay to an Affiliate Member as they become due, any commission and/ or other benefits as set out in the Company's Commission Plan, subject to all audit processes having been successfully completed to our total satisfaction.

Commission is calculated on the 28th of each month, and payment will be made on the 28th day of the following month.

Commission payments are subject to both review and reconciliation.

Without prejudice to any other rights or remedies available to us under this APOA or otherwise, we shall be entitled to set off any payments otherwise payable by us to you hereunder, against any liability of you to us, including any claims we have against you resulting from or arising from, your breach of this APOA.

Payment of Commission

Payment is made on the 28th day of the month following the last commission calculation date, and is subject to any charge back adjustment as outlined under the definition heading "charge backs and fraud" and for the avoidance of doubt, less the cost of any chargeable promotional activities, for example "buy one get one free".

Taxation and Other Legal Requirements

All persons must comply with the Income Tax law.

See also Income tax & Vat.

The Affiliate Member shall be responsible for the filing of all necessary tax returns and paying all applicable taxes due in relation to the Affiliate Member's lovemylotto.com business, wherever such returns and payments become due in the United Kingdom and or any other international jurisdiction and both personally and corporately

The income which you earn from your activities as a lovemylotto.com Affiliate Member may be subject to income tax and you should take the necessary action to ensure that, if so, any income generated from your Affiliate Programme Operating Agreement is included in your next tax return.

Under income tax laws you may be entitled to deduct from your income certain expenses related to your business therefore you should ensure that you keep proper records of your expenditure.

You should obtain a receipt for all deductible expenses and carefully file them, since they may be required to support your claims for expenses incurred.

If you are in any doubt about your income tax liability you should seek professional advice.

The Affiliate Member shall be responsible for the filing of all necessary tax returns and paying all applicable taxes due in relation to the Affiliate Member's lovemylotto.com business. Further, as an independent contractor the Affiliate Member agrees to:

Abide by any and all laws, rules and regulations, pertaining to the APOA (and in particular the Trading Schemes Regulations 1997 and the Consumer Protection from Unfair Trading Regulations 2008) and or pertaining to the promotion of Love my Lotto Ltd and lovemylotto.com products and or services;

At the Member's expense, make, execute or file, all reports and obtain all licences (including if applicable, VAT registration) as are required by law or public authority with respect to the Affiliate Member Agreement, the sale of lovemylotto.com products and or the promotion of lovemylotto.com services and the lovemylotto.com Affiliate Member business opportunity.

An Affiliate Member will bear all costs and expenses incurred by them in connection with their activities as an Affiliate Member, and they hereby indemnify and keep the Company indemnified against all actions, proceedings, liabilities, claims, damages, costs, and expenses arising out of or in any way relating to their actions. The Company is responsible only for the inherent quality and integrity of its products and services.

Sale, Transfer or Assignment of the Affiliate Programme Operating Agreement

An Affiliate Member may not sell or assign at law or in equity their membership of the Affiliate Programme Operating Agreement without the prior written approval of the Company, this also applies to sub-licence or deal in any other manner with this Agreement or any rights under this Agreement, or sub-contract any or all your obligations under this Agreement, or purport to do any of the same. Any purported assignment in breach of this clause shall confer no rights on any purported assignee.

Your Website

Your attention is drawn to the Advertising Standards Authority and the Committee of Advertising Practice regulations that become applicable and effective on the 1st March 2011. A breach of the regulations which covers internet website advertising and social media sites can have serious consequences. We recommend that you visit the Advertising Standards Authority own website and download a copy of their publication "Extending the remit of the CAP code".

You must ensure that your marketing messages are legal, decent, honest and truthful. As a matter of principle this Company endorses the CAP code and takes all reasonable steps to ensure compliance.

In the event of any advertising or marketing messages issued by an affiliate are judged by the ASA or this Company to be misleading, or not within the guidelines as set out by any regulatory body, or brings about a complaint, or the Company name into disrepute. We will with immediate effect take action to suspend or terminate any relationship with the party concerned with loss of all rights including any outstanding commission.

You may use our site only for lawful purposes.

You hereby agree and acknowledge that you are solely responsible for all materials that appear on your Website and accept that inclusion of any of the following material is prohibited and could result in the immediate termination of this Affiliate Programme Operating Agreement;

Any material that is illegal, fraudulent, libellous, defamatory, obscene, pornographic, profane, threatening, abusive, hateful, harassing, offensive, inappropriate or objectionable information or communications of any kind, including without limitation conduct that would encourage or constitute an attack or "flaming" others, or criminal or civil liability under any applicable law;

Any illegal material, where judged to be illegal in any jurisdiction in which you chose to operate.

Any obscene or sexually explicit material, including any obscene language spelt in such a way as to disguise the intent; you also understand that the translation of the content of the Website from English UK into any other language does not change any of the Terms & Conditions of this Affiliate Programme Operating Agreement.

- Any violent, threatening or abusive material.
- Any material that may infringe the intellectual property of any third party.

- Any other material that Love my Lotto Ltd and or lovemylotto.com may decide at its sole discretion is not in the best or general interest of the Programme.

You may not use our site:

- In any way that breaches any applicable local, national or international law or regulation.
- In any way that is unlawful or fraudulent, or has any unlawful or fraudulent purpose or effect.
- For the purpose of harming or attempting to harm minors in any way.
- To send, knowingly receive, upload, download, use or re-use any material which does not comply with our content guidelines contained within this APOA.
- To transmit, or procure the sending of, any unsolicited or unauthorised advertising or promotional material or any other form of similar solicitation (spam).
- To knowingly transmit any data, send or upload any material that contains viruses, Trojan horses, worms, time-bombs, keystroke loggers, spyware, adware or any other harmful programs or similar computer code designed to adversely affect the operation of any computer software or hardware.

You also agree:

Not to reproduce, duplicate copy or re-sell any part of our website.

Not to access without authority, interfere with, damage or disrupt:

- any part of our website;
- any equipment or network on which our site is stored;
- any software used in the provision of our site; or any equipment or network or software owned or used by any third party.

Miscellaneous

The Affiliate Member Application Form, these Terms and Conditions, the Policies and Procedures and the Commission Plan and the supplemental Terms and Conditions for organisations (as amended from time to time) each of which documents is hereby incorporated into the Affiliate Member Agreement by reference, and the Universal term, constitute the entire agreement between the Affiliate Member and the Company and no other additional promises, representations, warranties or agreements of any kind shall be valid unless in writing and issued by the Company.

The Company never forfeits its rights to require an Affiliate Member's compliance with the Affiliate Programme Operating Agreement or with applicable laws and regulations governing business conduct. Only in rare circumstances will a policy be waived, which is only permitted when conveyed in writing by the Company. Any such waiver will apply only in that specific case and may not be used as a precedent in any other case.

The Company's failure to exercise any of the rights in the Affiliate Programme Operating Agreement or to insist on strict compliance with these Terms and Conditions or the Policies and Procedures or Universal Terms does not constitute a waiver of the Company's right to require compliance. Waiver of any part of the Affiliate Programme Operating Agreement or any provision of the Commission Plan must be in writing and signed by an authorised officer of the Company.

Any notice or other written communication given under or in connection with Affiliate Programme Operating Agreement may be delivered personally or sent by first class post to the Company at the address shown on the Member Application Form or such other address notified from time to time by such party to the other.

If at any time any term or provision in the Affiliate Programme Operating Agreement shall be held to be illegal, invalid or unenforceable in whole or in part under any rule of law or enactment, such term or provision or part shall to that extent be deemed not to form part of the Affiliate Programme Operating Agreement but the enforceability of the remainder of the Affiliate Programme Operating Agreement shall not be affected.

The terms and provisions of the Affiliate Programme Operating Agreement and any dispute arising there under shall be governed by and construed in accordance with laws of the England without giving effect to conflicts of law principles, and the parties hereby submit to the exclusive jurisdiction of the English courts, for the settlement of any claim, dispute or matter arising out of or concerning this Agreement or its enforceability and you waive any objection to proceedings in such courts on the grounds of venue or on the grounds that proceedings have been brought in an inconvenient jurisdiction.

Legal

While all attempts have been made to verify information provided in this publication, neither the Author nor the Company assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein. This publication is not intended for use as a source of legal or accounting advice.

The Company wants to stress that the information contained herein may be subject to varying Country and or local laws or regulations. All users are advised to retain competent counsel/legal advice to determine what state and or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Company assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein.

Any perceived slights of specific people or organizations are unintentional.

The Affiliate and or Player agree to indemnify, defend and hold harmless Lovemylotto.com and Love my Lotto.Ltd, and its parents, subsidiaries, affiliates, officers, directors, shareholders, employees, agents, licensors, and partners from any and all claims, losses, liabilities, demands, damages, costs, or expenses (including reasonable attorney's fees), arising from or asserted by any third party relating in any way to:

The Affiliate and or Player's use of the Lovemylotto.com website application, or any other product, service or promotion offered to the Player by Lovemylotto.com;

Any claim of infringement of third party intellectual property rights;

Uploading, posting, emailing, reproducing, transmitting or otherwise distributing any content or other materials from the Affiliate and or Player;

The breach of any of these Terms and Conditions by the Affiliate and or Player or any users of a Player account with Lovemylotto.

Love my Lotto Ltd reserves the right to assume the exclusive defence and control of any matter subject to indemnification by the Affiliate and or Player, which shall not excuse the Affiliate and or Player's indemnity obligations.

Indemnification

The Player agrees to indemnify, defend and hold harmless Love my Lotto Ltd, and its parents, subsidiaries, affiliates, officers, directors, shareholders, employees, agents, licensors, and partners

from any and all claims, losses, liabilities, demands, damages, costs, or expenses (including reasonable attorney's fees), arising from or asserted by any third party relating in any way to:

The Player's use of Love my Lotto Ltd web application, or any other product, service or promotion offered to the Player by Love my Lotto Ltd;

- Any claim of infringement of third party intellectual property rights;
- Uploading, posting, emailing, reproducing, transmitting or otherwise distributing any content or other materials from the Player;
- The breach of any of these Terms and Conditions by the Player or any users of a Player account with Love my Lotto Ltd.

Love my Lotto Ltd reserves the right to assume the exclusive defence and control of any matter subject to indemnification by the Player, which shall not excuse the Player's indemnity obligations.

Legal Disclaimer

This site is published by Love my Lotto Ltd, operators of lovemylotto.com.

Love my Lotto Ltd and its associated companies and domains take all reasonable measures to ensure that the information on this site is accurate. Nevertheless, the aforementioned gives no representation or warranty, whether express or implied, regarding this site or its contents, including, without limitation, any warranty of accuracy or completeness of the site or its contents. Any decision made by a visitor to this site based on information contained on this site is the sole responsibility of that visitor. Neither Love my Lotto Ltd or its associated companies or domains, nor any of its Directors, employees, agents or affiliates accept any liability for loss or damage howsoever caused including, without limitation, any special, direct, indirect or consequential loss or damage or other losses or damage of whatsoever nature arising out of or relating to the use of this site or its contents.

In the event of any discrepancy between the information available on this site and the Rules and Regulations, and the Terms and Conditions, the Managements decision will take precedent and be final in all matters.

Love my Lotto Ltd cannot be held liable for disturbance of the internet or the communication network, including any capacity overload and malfunction of them.

We do not guarantee uninterrupted availability of the lovemylotto.com Website and cannot provide any representation that using the Website will be error free.

Liabilities

We make no warranties or representations (whether express or implied by law, statute or otherwise), with respect to the Affiliate Programme Operating Agreement, our website, Love my Lotto Ltd and or lovemylotto.com Website, or any content, products or services available therein or related thereto or that our Website or the lovemylotto.com Website, system, network, software or hardware (or that provided to us by third parties) will be error-free or uninterrupted or with respect to the quality, merchantability, fitness for particular purpose or suitability of all or any of the foregoing, except as expressly stated otherwise in this Affiliate Programme Operating Agreement, all warranties, representations and implied Terms and Conditions are hereby excluded to the fullest extent permitted by law. Furthermore, neither we (nor our providers or underlying vendors) are required to maintain redundant system(s), network, software or hardware.

We may in our sole discretion, use any available means to block or restrict certain Players, deposits or play patterns or reject the applications of Potential Players and or Affiliates so as to reduce the number of fraudulent, unprofitable transactions or for any reason. We do not guarantee, represent or warrant the consistent application and or success of any fraud prevention efforts.

Our obligations under this Affiliate Programme Operating Agreement do not constitute personal obligations of the owners, directors, officers, agents employees, vendors or suppliers of the Website or Services or the lovemylotto.com website. Other than as expressly provided in this Affiliate Programme Operating Agreement , in no event will we be liable for any direct, indirect, special, incidental consequential or punitive loss, injury or damage of any kind (regardless of whether we have been advised of the possibility of such loss), including any loss of business, revenue, profits or data. our liability arising under this Affiliate Programme Operating Agreement, whether in contract, tort (including negligence) or breach of statutory duty or in any other way shall only be for direct damages and shall not exceed the revenues generated and payable hereunder over the previous twelve months at the time that the event giving rise to the liability arises.

You shall defend, indemnify and hold us and our officers, directors, employees and representatives harmless on demand from and against any and all claims, demands, liabilities, losses, damages, costs and expenses (including reasonable legal fees) resulting or arising from your breach of this Affiliate Programme Operating Agreement.

Force Majeure

Love my Lotto Ltd shall not be in default of any obligation or failure to perform any action or liability, if the failure to perform the obligation is due to any event beyond the company's control, including, without limitation, significant failure of a portion of the power grid, significant failure of the Internet, natural disaster, war, riot, insurrection, epidemic, strikes or other organized labour action, terrorist activity, or any other events that may affect the normal operation of the company business.

Invalid Clauses

The inoperativeness of one or several provisions of the Terms and Conditions and Rules and this APOA does not affect the validity of the remaining provisions.

Love my Lotto Ltd and its associated companies and domains has not reviewed and accepts no responsibility for any information contained in or on any other website accessed by a visitor by hyperlink or by any other means from this site, or by or from affiliate sites, and accepts no liability for any special, direct, indirect, consequential or other losses or damages of whatsoever kind arising out of access to, or the use of, any website linked by hyperlink or any other means to this site or any information contained therein.

We may from time to time provide links on this website to websites of other companies. Irrespective of any affiliation or not that we may have with such companies, we do not give any undertaking that the products you purchase from any third party sellers through this website, or from companies to whose website we have provided a link from this website, will be of acceptable quality, and any warranties that may be given are absolutely disclaimed by us. Our legal disclaimer does not affect your statutory rights against the third party seller.

Severance

If any provision of this Affiliate Programme Operating Agreement is held to be invalid or unenforceable, such provision shall be struck out and the remaining provisions shall remain in force.

Notices

All notices pertaining to the Affiliate Programme Operating Agreement will be sent by e-mail as follows; to you at the e-mail address provided by you on the Affiliate Programme Operating

Agreement application sign-up form and or as subsequently updated by you to us in the event of a change and to us at admin@lovemylotto.com

Any changes to your e-mail address sent to us by you will not be deemed to be effective unless you have received from us confirmation that we have received such notification.

Policies and Procedures

These Policies and Procedures are incorporated by reference into the; Love my Lotto Ltd and or lovemylotto.com APOA and if applicable the supplemental Terms and Conditions for organisations. You must read and understand these Policies and Procedures prior to using the; Love my Lotto Ltd and or lovemylotto.com programme to build your independent business.

Confidentiality and Non-Disclosure

As a Sponsor/ Affiliate you may receive confidential information as to our marketing plans, marketing concepts, structure and commission and /or benefit payments. This information is totally and strictly confidential to us and constitutes our proprietary trade secret information. You shall not under any circumstances disclose any part of this information to any third parties or use such information other than for the purposes of this Agreement without our prior written consent.

Compliance

As Love my Lotto Ltd and or lovemylotto.com Affiliate Member, you must comply with all Terms and Conditions set out in these Policies and Procedures, the Affiliate Member Agreement and if applicable the supplement Terms and Conditions for other connected organisations. You must honour all applicable laws, codes of conduct and regulations in the country where you live and in the countries in which you operate Love my Lotto Ltd and or lovemylotto.com business. The words ‘the Company’ and ‘ Love my Lotto Ltd and or lovemylotto.com’ and the abbreviation “ Love my Lotto Ltd and or lovemylotto.com” when used in this document, refer to Love my Lotto Ltd and or lovemylotto.com.

Purpose

The purpose of the APOA is:

- To demonstrate the need for and set standards of acceptable business behaviour
- To assist you in building and protecting your business

- And To define the relationship between Love my Lotto Ltd and or lovemylotto.com and you as an independent Affiliate Member

Modification

The Company reserves the right to amend the APOA at any time. Love my Lotto Ltd and or lovemylotto.com will notify you of any such changes. When there is a change in any official documents the Company will inform you through the official Love my Lotto Ltd and or lovemylotto.com material sent to you. Your continued engagement in promoting Love my Lotto Ltd and or lovemylotto.com products and services, promoting the; Love my Lotto Ltd and or lovemylotto.com business opportunity, or both, after notice of any revisions to the Affiliate Member Agreement including in particular these Policies and Procedures and the Commission Plan (and if applicable the supplemental Terms and Conditions for organisations) shall constitute your agreement to such revisions and legally binding amendment of the Affiliate Member Agreement including the Policies and Procedures and the Commission Plan (and if applicable the supplemental Terms and Conditions for organisations).

Circumstances beyond the Company's control, such as but not limited to, strikes, labour difficulties, fire, curtailment of the source of supply, government decrees or orders, in this event the changes that the Company has made will still apply and the Company shall not be held responsible for any failure to notify any members of the Affiliate Programme Operating Agreement.

Your Application to become an Affiliate Member

To Become an Affiliate Member You Must:

- Be at least 18 years of age
- Read the Affiliate Member Agreement including these Policies and Procedures (and if applicable the supplemental Terms and Conditions for organisations) carefully. When you have read and understood the APOA, you may sign up online but must then print the application form in triplicate, retaining one copy for yourself, give one copy to your sponsor and send one copy by post to the Company within 14 days of the date of on line sign up. No bonuses or commissions will be paid until receipt of the signed hard copy application form.

The new Affiliate Member will be placed in the downline of the person stated in the sponsor information section. Incorrect or incomplete sponsorship information may delay commissions and bonuses.

Love my Lotto Ltd and or lovemylotto.com is not responsible for incorrect or incomplete applications. As an Affiliate Member you hereby agree that Love my Lotto Ltd and or lovemylotto.com may retain and process the personal information given by you to Love my Lotto Ltd and or lovemylotto.com for purposes including the marketing commissions payable and performance of Love my Lotto Ltd and or lovemylotto.com business. Love my Lotto Ltd and or lovemylotto.com may record this information manually and or electronically and will be the data controller for this information. Love my Lotto Ltd and or lovemylotto.com may disclose and transfer such personal information to other members of Love my Lotto Ltd and or lovemylotto.com group of companies which are situated inside and outside of the EEA and to other persons for the purposes of Love my Lotto Ltd and or lovemylotto.com business including other Love my Lotto Ltd and or lovemylotto.com Affiliate Members for the purposes of maintaining and administering the Affiliate lineage reports.

Membership Number

Love my Lotto Ltd and or lovemylotto.com will provide you with a Membership Number (MN) that must be quoted on all correspondence.

Renewal as a Member

Love my Lotto Ltd and or lovemylotto.com requires you to renew your Affiliate Member Agreement annually on the anniversary of the date of your acceptance as an Affiliate Member. Renewal is automatic unless either party notifies the other in writing at least seven days before the expiry date that membership will not be renewed.

Member Benefits

Once Love my Lotto Ltd and or lovemylotto.com has accepted your application to become an Affiliate Member you may:

- Participate in Love my Lotto Ltd and or lovemylotto.com Commission Plan.
- Gather other Player Members.
- Sponsor other individuals who want to apply for Affiliate Membership.
- Receive Love my Lotto Ltd and or lovemylotto.com literature and communications.
- Participate in Company sponsored support, service, training, motivational and recognition functions.
- Participate in promotional and incentive programmes for Affiliate Members.

Love my Lotto Ltd and or lovemylotto.com will maintain an Affiliate Member account in your name, setting out all debts and credits, including payments made in accordance with the Commission Plan. A statement is issued every four weeks.

Operating as an Affiliate Member

Commission Plan

You must adhere to the terms of Love my Lotto Ltd and or lovemylotto.com Commission Plan as set out in the Commission Plan document.

The Company reserves the right to amend the Commission Plan at any time in accordance with the terms of the Affiliate Member Agreement.

Press and Media

For the avoidance of doubt Press and Media, includes all forms of Social Media Communication, such as by example; You Tube, Face book, Twitter and any other similar internet based services.

All media enquiries regarding Love my Lotto Ltd and or lovemylotto.com must be referred to the Company. This will ensure accurate and consistent information reaches the general public.

You may not issue any press release or other communication to the public with respect to this Agreement, Our Marks or your participation in this Affiliate Programme Operating Agreement without our prior written approval and consent, except by law or by any legal or regulatory authority.

Trademarks, Domain Names and Copyrights

You acknowledge that Love my Lotto Ltd and or its Associate Companies, and Licensors, own all intellectual property rights comprised in any and all Marketing Materials, the Website and Our Marks.

Any use of any trade mark, domain name or trade name which contains, or is confusingly similar to or is comprised of Our Marks (other than in accordance with the terms of this Affiliate Programme Operating Agreement) without our prior written permission shall be unauthorized and further may constitute Fraud Traffic.

By way of example, but without limitation, you may not register or use any of Our Marks in any part of any domain name.

You agree that all use by you of Our Marks inures to our sole benefit and that you will not obtain any rights in Our Marks as a result of such use. You shall not register or attempt to register any trademarks or names that contain, are confusingly similar to or are comprised of Our Marks and you hereby agree to transfer any such registration obtained by you to us upon demand. You further agree not to attack ownership of/ and title to Our Marks in any way.

You are not permitted to use Love my Lotto Ltd and or lovemylotto.com trademark or corporate logo to promote your independent business except in an authorised fashion and Love my Lotto Ltd and or lovemylotto.com issued materials and literature provided to you for the purpose of promoting you're Love my Lotto Ltd and or lovemylotto.com business.

You may describe yourself as a ' Love my Lotto Ltd and or lovemylotto.com Affiliate Member' in a telephone directory or advertising literature.

You should not answer your telephone in any manner that may indicate or suggest that the caller has reached a Love my Lotto Ltd and or lovemylotto.com corporate office.

You may not record or reproduce materials from any Love my Lotto Ltd and or lovemylotto.com corporate function, event, speech, etc.

You may not reproduce any company-produced audio or video material or presentations.

You may not create, publish, or cause to be published in any written or electronic media, the name, photograph, or likeness of copyright materials or property or individuals associated with the Company without the written permission of Love my Lotto Ltd and or lovemylotto.com.

You may not publish or distribute any literature, materials or merchandise representing Love my Lotto Ltd and or lovemylotto.com or its products or services other than that which is provided by Love my Lotto Ltd and or lovemylotto.com.

Claims

When presenting information about Love my Lotto Ltd and or lovemylotto.com products or services, you must not make claims (about the products or services) except as set out in authorised Love my Lotto Ltd and or lovemylotto.com literature.

Income Claims

When presenting the; Love my Lotto Ltd and or lovemylotto.com business opportunity and the; Love my Lotto Ltd and or lovemylotto.com Commission Plan, you may not make exaggerated income projections, income claims, or exaggerate your Love my Lotto Ltd and or lovemylotto.com income.

Commercial Business Outlets

The company markets its products and services directly to its customers through its own Website, its network of independent Affiliate Members and Haywire Marketing.

Other Companies and Their Products

The Company may from time to time sell or use space upon its Website to advertise other company products, members of the Affiliate Programme shall not receive any payments or commissions from the use of such linked arrangements, other than where an affiliate is also an affiliate of that linked Website domain.

During the term of the APOA you are free to participate in other referral marketing ventures and may engage in selling activities involving non- Love my Lotto Ltd and or lovemylotto.com products and services. However, you may not:

- Recruit or enrol Love my Lotto Ltd and or lovemylotto.com customers, Player Members or Affiliate Members for any other referral marketing business ventures.
- Produce any literature, tapes, or promotional material for another referral marketing company that will be used to recruit Love my Lotto Ltd and or lovemylotto.com customers, Player Members or Affiliate Members.
- Sell or promote any competing products or services to Love my Lotto Ltd and or lovemylotto.com customers, Player Members or Affiliate Members. This includes any product or service in the same generic category as Love my Lotto Ltd and or lovemylotto.com product or service.
- Offer Love my Lotto Ltd and or lovemylotto.com products or services or promote the Company's Commission Plan in conjunction with any non- Love my Lotto Ltd and or lovemylotto.com product, plan or incentive.

- Offer any non- Love my Lotto Ltd and or lovemylotto.com product or service or opportunity in conjunction with the offering of Love my Lotto Ltd and or lovemylotto.com products, services or opportunities.
- Recruit a prospective Affiliate Member, who accompanies another Affiliate Member to a Company meeting or function, within 28 days of that meeting.

Lineage Reports

Love my Lotto Ltd and or lovemylotto.com genealogy reports (being the information held by Love my Lotto Ltd and or lovemylotto.com relating to its Affiliate Members, which at Love my Lotto Ltd and or lovemylotto.com option may include but are not limited to its relationships with each of its Affiliate Members, the sponsorship of each Affiliate Member, the Affiliate Member's organisation and historical transaction information for each Affiliate Member, and Player Members contain confidential information which is highly sensitive and valuable to Love my Lotto Ltd and or lovemylotto.com business and which shall at all times remain the property of Love my Lotto Ltd and or lovemylotto.com. You may not use the reports for any purpose, other than for developing you're Love my Lotto Ltd and or lovemylotto.com business; specifically, you must not:

- Disclose or permit the disclosure of any information contained in the reports to any third party.
- Use the reports to compete with Love my Lotto Ltd and or lovemylotto.com.
- Recruit or solicit any Player Member or Affiliate Member on the report to participate in other referral marketing ventures.

You will return copies of any such information to Love my Lotto Ltd and or lovemylotto.com forthwith upon the termination of the Affiliate Member Agreement for whatever reason.

Player information, we reserve the right to refuse service to any potential Player and to close the Account of any Player, at any time at our sole discretion. All data relating to the Players shall, as between you and us, remain our exclusive property and you acquire no right to such information except to our express instructions.

Corporations, Partnerships and Trusts

You may initially establish an Affiliate Member's business as a sole trader or in the name of a company but Love my Lotto Ltd and or lovemylotto.com do not accept partnerships as Affiliate Members. You may change the status of your business by sending Love my Lotto Ltd and or lovemylotto.com a copy of the appropriate documentation, such as a certificate of incorporation.

Where the Company enters in to an agreement with a corporate body to provide Website design services all intellectual property contents of the gaming services and the website are protected by national and international copyright acts and treaties and remain the property of Longruff Ltd. All reproduction or distribution of any material on the gaming service and the website, including but not limited to, text, photographs, movies, and music and computer programs is strictly prohibited, unless explicitly stated otherwise. Love my Lotto Ltd reserves any rights not expressly granted herein.

The Longruff Ltd and Lovemylotto.com, or reference to any other trade names and logotype and all related trademarks, product or service names and slogans are property of Longruff Ltd and Love my Lotto Ltd respectively and may not be used in any way without the prior written approval of Longruff Ltd or Love my Lotto Ltd. Players' access to the games shall not be construed as granting any license or right to use any trademarks or names appearing on the gaming service without the prior written consent of Longruff Ltd or Love my Lotto Ltd respectively.

In the event that an agreement no longer exists between the Company and another corporate body, the Company reserves the right to terminate the use of the website and retain all intellectual property rights.

Agreement for the use of the Welcome Mat.

The Operator offers the Affiliate the provision of a personalised marketing tool frequently referred to as a “ Welcome mat” whereby any prospective member accessing our websites may see a greeting originated by an affiliate or affiliate body, such as a company, whether incorporated by liability or not.

In the event that an affiliate chooses to utilise this function, certain additional conditions apply when the affiliate is a company.

The affiliate company is required to agree to the following Terms & Conditions which are not exhaustive and may at the Operators discretion be changed or withdrawn without notice at any time.

An affiliate will submit an application for the use of a company name, it will be entirely at the Operators discretion whether or not to accept or agree to the use of the company name, and the operator is under no obligation whatsoever to agree to the use of the company name, without having to give a reason.

By ticking the appropriate box and submitting a company name for use in the welcome mat you agree to the following;

You acknowledge that you are an officer of the company and have the authority to enter into this agreement. . You hereby state that you have full right to use the submitted company name.

You take full responsibility and liability for the use of the company name and indemnify LoveMyLotto.com and Love my Lotto Ltd against any liability or responsibility for the use of the name by you.

Approval by Love my Lotto Ltd or lovemylotto.com does not mean that the Operator accepts any liability for the use of any name that the Operator has agreed can be used.

An Affiliate may only apply to change a company name once every 6 months or by special request but an Affiliate may turn off the company name and revert back to their personal name at any time.

In the event that the company becomes insolvent or is in liquidation or administration, the Operator must be immediately informed and the name removed.

In the event that the officers of the company change or the majority of shares changes hands the Operator must be immediately informed.

Governing Law and Jurisdiction.

The construction, validity and performance of this Agreement will be governed by English law.

This however, shall not prevent the Operator from bringing any action in a Court of any jurisdiction for injunctive or similar relief.

The English language version of this Agreement will prevail over any other language version issued by the Operator.

Severability.

Whenever possible each provision of this Agreement shall be interpreted in such a manner as to be effective and valid under applicable law but, if any provision of this Agreement is held to be invalid, illegal or unenforceable in any respect, such validity or unenforceability will not affect the other provisions of this Agreement which shall remain in full force and effect.

Contract (Rights of Third Parties) Act 1999

Save where a third party has been designated by the Operator to promote a website pursuant to all the conditions of the APOA remaining in force, the parties do not intend that the terms of this Agreement shall be enforceable by any person, including a corporate body, who is not a party to this Agreement and therefore the Contracts (Right of Third Parties) Act 1999 shall not apply to this Agreement.

No Waiver

The Operators failure to enforce the Affiliates strict performance of any provision of this Agreement will not constitute a waiver of its right to subsequently enforce such provision or other provision of this Agreement.

No Assignment

The Affiliate may not assign or transfer this Agreement or any part thereof without the Operators prior consent.

Misrepresentation

You must fairly and truthfully explain the nature of Love my Lotto Ltd and or lovemylotto.com products, services, the business opportunity, the Commission Plan and the terms of the Affiliate Member Agreement including these Policies and Procedures to a prospective Affiliate Member. This includes:

- Being honest and thorough in presenting material from Love my Lotto Ltd and or lovemylotto.com Commission Plan to all potential Affiliate Members.
- Making clear that income from Love my Lotto Ltd and or lovemylotto.com Commission Plan is based on personal product or service sales and not for sponsoring other Affiliate Members.
- Not misrepresenting the amount of expenditure that an average Affiliate Member might incur in carrying out the business.
- Not misrepresenting the amount of time an average Affiliate Member would have to devote to the business to achieve the earnings estimated and not stating that earnings are guaranteed for any individual Affiliate Member.
- Not stating or inferring that you will build an organisation for anyone else.

- Not stating that any consumer, business, or government department or agency has approved or endorsed Love my Lotto Ltd and or lovemylotto.com products, services or its Commission Plan.

In the event that a payment in respect of commissions or winnings payable is not received by you, it must be reported to the Company within twenty eight (28) days of the date of issue.

Independent Contractor Status

The agreement you have with Love my Lotto Ltd and or lovemylotto.com does not create an employer/employee relationship, partnership or joint venture. You are responsible for paying your own income tax, setting your own goals, hours and methods of sales. You are an independent contractor.

Insurance

Love my Lotto Ltd and or lovemylotto.com recommend that you obtain appropriate insurance cover for your business activities.

Sales, Transfer, or Assignment of Member's Business

You may not sell, transfer, or assign your Affiliate Member business to any person or entity without the Company's written approval.

An Affiliate Member may not hold more than one Affiliate position. Consent will not normally be given to the transfer of your Affiliate Member business to any person or entity that has owned or operated a Love my Lotto Ltd and or lovemylotto.com Affiliate Member business within the previous 12 months. See also "Succession" and "Transferring to another sponsor".

Succession

If an Affiliate Member dies, their rights to commissions, bonuses, will pass to their nominated beneficiary who shall be eligible either to (i) accept the Affiliate Member position on the terms of the APOA as if they were a party thereto or (ii) to require final payment of sums due if any under the Affiliate Member Agreement. Upon an Affiliate Member's death the beneficiary must present the Company with proof of death along with grant of probate. You may inherit and retain another Affiliate Member's business even though you currently own or operate an Affiliate Member's business. Love my Lotto Ltd and or lovemylotto.com reserve the right to suspend the Affiliate

Member position until receipt of documentation evidencing the entitlement of the heir to the deceased Affiliate Member's position.

Incapacity

Upon the incapacity of an Affiliate Member, the rights and responsibilities of the Affiliate Member can be assumed by his/her attorney who may handle his/her Love my Lotto Ltd and or lovemylotto.com affairs even though he/she may him/herself hold a Love my Lotto Ltd and or lovemylotto.com Affiliate Member position. Love my Lotto Ltd and or lovemylotto.com reserve the right to suspend the Affiliate Member position until receipt of documentation evidencing the authority of the attorney.

Income Tax & Vat

If you are conducting business in the UK, or intend to start doing so.

You may need to register for VAT, or you may be able to choose to register voluntarily, if you are doing any of the following kinds of business in the UK:

Supplying goods or services within the UK. If your turnover of VAT taxable goods and services supplied within the UK for the previous 12 months is more than the current registration threshold, or you expect it to go over that figure in the next 30 days alone, you must register for VAT. However, if your turnover has gone over the registration threshold temporarily then you may be able to apply for exception from registration.

All affiliates must provide the Company details of their Vat number on registration (if applicable) or at such time that they receive a Vat number from HMRC.

Registration and liability for Vat is entirely your responsibility.

All persons must comply with the Income Tax laws.

The income which you earn from your activities as a Love my Lotto Ltd and or lovemylotto.com Affiliate Member may be subject to income tax and you should take the necessary action to ensure that, if so, you're Love my Lotto Ltd and or lovemylotto.com income is included in your next tax return.

Under income tax laws you may be entitled to deduct from your income certain expenses related to your business so you should ensure that you keep proper records of your expenditure.

You should obtain a receipt for all deductible expenses and carefully file them, since they may be required to support your claims for expenses incurred.

If you are in any doubt about your income tax liability you should seek professional advice.

Line of Sponsoring

You have the ultimate right to choose your sponsor.

As a general rule, the first Affiliate Member who introduces you to Love my Lotto Ltd and or lovemylotto.com should have the first opportunity to sponsor you. The Company will recognise the first person listed on your Affiliate Member application form as your sponsor.

You are not permitted to persuade or attempt to persuade any other Love my Lotto Ltd and or lovemylotto.com Affiliate Member to cancel an existing Affiliate Member Agreement with Love my Lotto Ltd and or lovemylotto.com in order to join your organisation.

Spam

This anti-spam policy is supplemental to our Acceptable Use Policy and together with the Acceptable Use Policy sets out the terms between you and us under which you may access our website lovemylotto.com ("our site"). This anti-spam policy applies to all users of, and visitors to, our site.

Your use of our site means that you accept, and agree to abide by, all the policies in this anti-spam policy and Acceptable Use Policy

lovemylotto.com is a site operated by Love my Lotto Ltd ("we"). We are a limited company registered at Companies House in England & Wales. You may use our site only for lawful purposes and only in accordance with this anti-spam policy and our Acceptable Use Policy.

We are committed to permission-based internet marketing practices and take a "zero tolerance" approach when dealing with "spam". For the purposes of this anti-spam policy "spam" is defined as any message or communication (being commercial in its nature) that is sent to a recipient with whom the initiator does not have an existing business or personal relationship with you and or is not sent at the request of, or with the express consent of the recipient (including but not limited to e-mails or other electronic communication whose subject falls outside any permission that may have been given).

Suspension and Termination

We will determine, in our discretion, whether there has been a breach of this anti-spam policy through your use of our site. When a breach of this policy has occurred, we may take such action as we deem appropriate.

Failure to comply with this anti-spam policy constitutes a material breach of the Acceptable Use Policy and if applicable the Player Member terms and or the Affiliate Member agreement upon which you are permitted to use our site, and may result in our taking all or any of the following actions:

- Immediate termination of your APOA and or Player Member Agreement without liability to you.
- Immediate, temporary or permanent withdrawal of your right to use our site.
- Immediate, temporary or permanent removal of any posting or material uploaded by you to our site.
- Issue of a warning to you.
- Legal proceedings against you for reimbursement of all costs on an indemnity basis (including, but not limited to, reasonable administrative and legal costs) resulting from the breach.
- Further legal action against you.
- Disclosure of such information to law enforcement authorities as we reasonably feel is necessary.

We exclude liability for actions taken in response to breaches of this anti-spam policy. The responses described in this policy are not limited, and we may take any other action we reasonably deem appropriate.

Changes to Anti-Spam Policy

We may revise this anti-spam policy at any time by amending this page. You are expected to check this page from time to time to take notice of any changes we make, as they are legally binding on you. Some of the provisions contained in this anti-spam policy may also be superseded by provisions or notices published elsewhere on our site.

Acceptable Use Policy

This acceptable use policy sets out the terms between you and us under which you may access our website lovemylotto.com ("our site"). This acceptable use policy applies to all users of, and visitors to, our site.

Your use of our site means that you accept, and agree to abide by, all the policies in this acceptable use policy.

Prohibited Uses

You may use our site only for lawful purposes. You may not use our site:

- In any way that breaches any applicable local, national or international law or regulation.
- In any way that is unlawful or fraudulent, or has any unlawful or fraudulent purpose or effect.
- For the purpose of harming or attempting to harm minors in any way.
- To send, knowingly receive, upload, download, use or re-use any material which does not comply with our content standards.
- To transmit, or procure the sending of, any unsolicited or unauthorised advertising or promotional material or any other form of similar solicitation (spam).
- To knowingly transmit any data, send or upload any material that contains viruses, Trojan horses, worms, time-bombs, keystroke loggers, spyware, adware or any other harmful programs or similar computer code designed to adversely affect the operation of any computer software or hardware.

You also agree:

- Not to reproduce, duplicate copy or re-sell any part of our website.
- Not to access without authority, interfere with, damage or disrupt:
 - any part of our site;
 - any equipment or network on which our website is stored;
 - any software used in the provision of our website or any equipment or network or software owned or used by any third party.

Interactive Services

We may from time to time provide interactive services on our site, including, without limitation:

- Video Games
- Chat rooms
- Bulletin boards
- Social Media Communications such as Facebook Twitter.
- Blogs
- Forums
- Links to other websites or Company websites

("Interactive services")

Where we do provide any interactive service, we will provide clear information to you about the kind of service offered, if it is moderated and what form of moderation is used (including whether it is human or technical).

We will do our best to assess any possible risks for users (and in particular, for children) from third parties when they use any interactive service provided on our site, and we will decide in each case whether it is appropriate to use moderation of the relevant service (including what kind of moderation to use) in the light of those risks. However, we are under no obligation to oversee, monitor or moderate any interactive service we provide on our site, and we expressly exclude our liability for any loss or damage arising from the use of any interactive service by a user in contravention of our content standards, whether the service is moderated or not.

The use of any of our interactive services by a minor is not recommended and is subject to the consent of their parent or guardian. We advise parents who permit their children to use an interactive service that it is important that they communicate with their children about their safety online, as moderation is not fool proof. Minors who are using any interactive service should be made aware of the potential risks to them.

Where we do moderate an interactive service, we will normally provide you with a means of contacting the moderator, should a concern or difficulty arise.

Suspension and Termination

We will determine, in our discretion, whether there has been a breach of this acceptable use policy through your use of our site. When a breach of this policy has occurred, we may take such action as we deem appropriate.

Failure to comply with this acceptable use policy constitutes a material breach of the terms upon which you are permitted to use our site, and may result in our taking all or any of the following actions:

- Immediate, temporary or permanent withdrawal of your right to use our site;
- Immediate, temporary or permanent removal of any posting or material uploaded by you to our site;
- Issue of a warning to you;
- Legal proceedings against you for reimbursement of all costs on an indemnity basis (including, but not limited to, reasonable administrative and legal costs) resulting from the breach;
- Further legal action against you;
- Disclosure of such information to law enforcement authorities as we reasonably feel is necessary.

We exclude liability for actions taken in response to breaches of this acceptable use policy. The responses described in this policy are not limited, and we may take any other action we reasonably deem appropriate.

Changes to Acceptable Use Policy

We may revise this acceptable use policy at any time by amending this page. You are expected to check this page from time to time to take notice of any changes we make, as they are legally binding on you. Some of the provisions contained in this acceptable use policy may also be superseded by provisions or notices published elsewhere on our site.

Content Standards

These content standards apply to any and all material which you contribute to our site (contributions), and to any interactive services associated with it. You must comply with the spirit

of the following standards as well as the letter. The standards apply to each part of any contribution as well as to its whole.

Contributions must:

- Be accurate (where they state facts);
- Be genuinely held (where they state opinions);
- Comply with applicable law in the UK and in any country from which they are posted.

Contributions must not:

- Contain any material which is defamatory of any person;
- Contain any material which is obscene, offensive, hateful or inflammatory;
- Promote sexually explicit material;
- Promote violence;
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
- Infringe any copyright, database right or trade mark of any other person;
- Be likely to deceive any person;
- Be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence;
- Promote any illegal activity;
- Be threatening, abuse or invade another's privacy, or cause annoyance, inconvenience or needless anxiety;
- Be likely to harass, upset, embarrass, alarm or annoy any other person;
- Be used to impersonate any person, or to misrepresent your identity or affiliation with any person;
- Give the impression that they emanate from us, if this is not the case;
- Advocate, promote or assist any unlawful act such as (by way of example only) copyright infringement or computer misuse.

Privacy Policy

This is a privacy policy for Love my Lotto Ltd. Our homepage on the Website is located at <http://www.lovemylotto.com>. The full text of our privacy policy is available on the Website at <https://www.lovemylotto.com/PrivacyPolicy>.

We invite you to contact us if you have questions about this policy. You may contact us by mail at the following address:

Love my Lotto Ltd

Union House

Union Street

Stratford-upon-Avon, Warwickshire CV37 6QT

UK

You may contact us by e-mail at admin@lovemylotto.com. You may call us at 01789 292533.

Love my Lotto Ltd ("We") are committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the Act), the data controller is Love my Lotto Ltd, We are registered in England and Wales under company number 07145994 and have our registered office at 10 Elm Court, Arden Street, Stratford upon Avon, United Kingdom CV37 6PA. Our main trading address is Union House, Union Street, Stratford-upon-Avon, CV37 6QT.

Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site lovemylotto.com (our site). This includes information provided at the time of registering to use our site, subscribing to our

service, posting material or requesting further services. We may also ask you for information when you enter a syndicate, competition or, game and when you report a problem with our site.

- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of transactions you carry out through our site and of the fulfilment of your orders and entries.
- Details of your visits to our site including, but not limited to, traffic data, location data, website logs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

IP addresses

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA, who works for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your

information, we will use strict procedures and security features to try to prevent unauthorised access.

Uses made of the information

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service.

We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these.

If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale to you.

If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this.

If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data (the registration form).

We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in SW1). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.

Disclosure of your information

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Love my Lotto Ltd or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply any of the Terms and Conditions set out on this Site and other agreements; or to protect the rights, property, or safety of Love my Lotto Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at Union House, Union Street, Stratford-upon-Avon, CV37 6QT Telephone 01789 292533. E-mail; admin@lovemylotto.com

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to Union House, Union Street, Stratford-upon-Avon, CV37 6QT. Telephone 01789 292533. E-mail; admin@lovemylotto.com

To ensure your lovemylotto.com emails reach you in the future, please add admin@lovemylotto.com to your Address Book or Safe Senders' List. This is necessary because some email account providers block emails from senders whose email addresses are not in the recipient's Address Book or on their Safe Senders' List in order to prevent you from receiving unwanted spam email.

We have provided instructions on how to do this for the most commonly used email providers.

Hotmail

1. Once signed in, click on 'Options' in the top right of your screen.
2. On the left-hand side of the page, select the 'Contacts' tab.
3. Click on 'Safe List'.
4. Type the addresses above in the 'type an address or domain name' box, and then click 'Add'.

Outlook

1. Open our email containing the address you want to add.
2. Right click on the address in the 'from' field.
3. Select 'Add to Contacts'.
4. Enter any information you wish on the address card and click 'Save and close'.

GMail

1. From your Gmail Inbox, click on 'Contacts' on the left-hand side.
2. Click on 'Create Contact'.
3. Type the above addresses in the 'Primary Email' box.
4. Then click 'Save'.

Yahoo Mail

1. To instruct Yahoo to filter it to your Inbox:
2. Open your Yahoo mailbox.

3. Click on 'Options' in the top right of your screen.
4. Click on 'Filters'.
5. Next, click 'Add' under the filter section.
6. Under "If all of the following rules are true..." in the top row, labelled 'From header', make sure 'contains' is selected in the pull-down menu.
7. Click in the text box next to that pull-down menu, and then enter one of the addresses above.
8. At the bottom, where it says "Move the message to", select 'Inbox' from the pull-down menu.
9. Click the 'Add Filter' button again.
10. Repeat steps 1-8 for each address you'd like to add.

AOL

1. Open our email containing the address you want to add.
2. Click our email address in the 'from' field.
3. Select 'Add to Address Book' in the 'Info' window.
4. Enter any information you wish on the Address Card and click 'Save'.
5. Repeat steps 1-3 for each address you'd like to add.

Data Collection

P3P policies declare the data they collect in groups (also referred to as "statements"). This policy contains 4 data groups. The data practices of each group will be explained separately.

Group "Access log information"

We collect the following information:

- Click-stream data
- HTTP protocol elements

This data will be used for the following purposes:

- Completion and support of the current activity.
- Website site and system administration.
- Research and development.

This data will be used by us and our agents.

The following explanation is provided for why this data is collected:

Our Website server collects access logs containing this information.

Group "Cookies"

We collect the following information:

- HTTP cookies

This data will be used for the following purposes:

- Research and development.
- One-time tailoring.
- Affiliate Tracking.

This data will be used by us and our agents.

The following explanation is provided for why this data is collected:

Cookies are used to track visitors to our site, so we can better understand what portions of our site best serve you. We also use cookies to allow our server to maintain information about the contents of your shopping cart.

Group "Transaction info (required)"

We collect the following information:

- Physical contact information
- Online contact information
- Purchase information
- Transaction history
- Unique identifiers

This data will be used for the following purposes:

- Completion and support of the current activity.
- Research and development.

This data will be used by ourselves and our agents. In addition, the following types of entities will receive this information:

- Order Fulfilment services.

The following explanation is provided for why this data is collected:

Information we collect in order to process your purchase.

Group "Transaction info (optional)"

We collect the following information:

- Transaction history
- Unique identifiers
- Affiliate referral information

At the user's option, we may also collect the following data:

- Physical contact information
- Online contact information
- Purchase information

This data will be used for the following purposes:

- Contacting visitors for marketing of services or products.

This data will be used by ourselves and our agents. In addition, the following types of entities will receive this information:

- Order fulfilment services.

The following explanation is provided for why this data is collected:

Information we collect in order to process your purchase.

Cookies

Cookies are a technology which can be used to provide you with tailored information from a Website site. A cookie is an element of data that a Website site can send to your browser, which may then store it on your system. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether to accept it.

Our site makes use of cookies. Cookies are used for the following purposes:

- User targeting
- Research and development
- Affiliate Tracking.

Compact Policy Summary

The compact policy which corresponds to this policy is:

CP="CAO CURa ADMa DEVa TAIA CONa OUR DELa BUS IND PHY ONL UNI PUR COM NAV INT STA"

The following table explains the meaning of each field in the compact policy.

Field	Meaning
CP=	This is the compact policy header; it indicates that what follows is a P3P compact policy.
CAO	Access is available to contact and other information.
CURa	The data is used for completion of the current activity.
ADMa	The data is used for site administration.
DEVa	The data is used for research and development.
TAIA	The data is used for tailoring the site.
CONa	The data is used for contacting the user.
OUR	The data is given to ourselves and our agents.
DELa	The data is given to delivery services.
BUS	Our business practices specify how long the data will be kept.
IND	The data will be kept indefinitely.
PHY	Physical contact information is collected.
ONL	Online contact information is collected.
UNI	Unique identifiers are collected.
PUR	Purchase information is collected.
COM	Computer information is collected.
NAV	Navigation and clickstream data is collected.
INT	Interactive data is collected.
STA	State-management data is collected

The compact policy is sent by the Website server along with the cookies it describes. For more information, see the P3P deployment guide at <http://www.w3.org/TR/p3pdeployment>.

Policy Evaluation

Microsoft Internet Explorer 6 or later versions will evaluate this policy's compact policy whenever it is used with a cookie. The actions IE will take depend on what privacy level the user has selected in their browser (Low, Medium, Medium High, or High; the default is Medium. In addition, IE will examine whether the cookie's policy is considered satisfactory or unsatisfactory, whether the cookie

is a session cookie or a persistent cookie, and whether the cookie is used in a first-party or third-party context. This section will attempt to evaluate this policy's compact policy against Microsoft's stated behaviour for IE6.

Note: this evaluation is currently experimental and should not be considered a substitute for testing with a real Website browser.

Unsatisfactory policy: this compact policy is considered *unsatisfactory* according to the rules defined by Internet Explorer 6 or later versions. The behaviour of Internet Explorer 6 regarding cookies set under this compact policy is as follows:

	First-party usage	Third-party usage
Persistent Cookies	<ul style="list-style-type: none"> • Low: Policy satisfactory at this level; cookies will be accepted. • Medium: Opt-out is not provided for all unsatisfactory purposes and recipients, so the cookie will be downgraded to a session cookie. • Medium High: No opt-out is provided, so the cookie will be blocked. • High: Since opt-in is not required, the cookie will be blocked. 	<ul style="list-style-type: none"> • Low: Opt-out is not provided for all unsatisfactory purposes and recipients, so the cookie will be downgraded to a session cookie. • Medium: Opt-out is not provided for all unsatisfactory purposes and recipients, so the cookie will be blocked. • Medium High: Since opt-in is not required, the cookie will be blocked. • High: Since opt-in is not required, the cookie will be blocked.
Session Cookies	<ul style="list-style-type: none"> • Low: Policy satisfactory at this level; cookies will be accepted. • Medium: Policy satisfactory at this level; cookies will be accepted. • Medium High: Policy satisfactory at this level; cookies will be accepted. • High: Since opt-in is not required, the cookie will be blocked. 	<ul style="list-style-type: none"> • Low: Policy satisfactory at this level; cookies will be accepted. • Medium: Opt-out is not provided for all unsatisfactory purposes and recipients, so the cookie will be blocked. • Medium High: Since opt-in is not required, the cookie will be blocked. • High: Since opt-in is not required, the cookie will be blocked.

A policy which is considered unsatisfactory by Internet Explorer 6 contains certain categories of data which are used or shared in a particular manner. This policy is placed in the unsatisfactory category, because the following categories of data are associated with this policy's cookies:

- Physical contact information is collected.
- Online contact information is collected.

In addition, the data is used in the following manner, marking the policy as unsatisfactory:

- The data is used for contacting the user.

Note that allowing an opt-out will make this policy acceptable under the Low and Medium settings and under Medium High for first-party cookie usage. At the High setting, and at the Medium High setting for third-party cookies, all of these data uses must be opt-in for the policy to be considered satisfactory.

Your choices

You can change your computer settings to limit anonymous information we can collect about your use of the Website Site. The 'Help' menu on the menu bar of most browsers will guide you in preventing your browser from accepting new cookies, having your browser tell you when you receive a new cookie, and disabling cookies. You may find some parts of the site will not work properly if you limit anonymous information we can collect about your use of the Website Site. Please also see 'Use of your Data' section of this Privacy Policy.

You may choose not to send your personal information to us. If you do not send personal information you may not be able to take advantage of all the functions the site and marketing offers.

If you do not want to receive e-mail or other communications from us and or trusted third parties, you should not consent to uses of your personal information that allow such communications. However, if you do not consent to receive marketing communications, on relevant website pages, you will miss out on receiving important information on new offers from us and from our trusted partners.

Even if you choose not to receive notices about User Terms, this Privacy Policy and other legal notices from us, those notices will still govern your use of the Website Site and it is your responsibility to review them for changes.

You have the right to request a copy of the personal information we hold about you and to have any mistakes corrected. If you wish to request a copy of the personal information we hold about you please write to lovemylotto.com Data Department, Administration Services Union House, Union Street, Stratford-upon-Avon CV37 6QT.

If you request a copy of the personal information we hold about you we may ask you to verify your identity to our satisfaction, and we may charge a nominal fee.

Love my Lotto Ltd will treat your personal information with the utmost respect, and is subject to Directive 95/46/EC on the protection of individuals with regard to processing of personal data and on the free movement of such data.

Entire Agreement

This Agreement constitutes the complete understanding and agreement of the parties and supersedes all prior negotiations, understandings, agreements, representations and warranties of any nature whether or not in writing between the parties with respect to the subject matter of this Agreement

I agree to the Terms & Conditions of this Agreement. By Joining the Company as an affiliate you automatically agree to the contents of this Affiliate Programme Operating Agreement.

This Agreement is drawn up in the English (United Kingdom of Great Britain and Northern Ireland) language and may be translated into any language other than English provided however that the English text shall in any event prevail.

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