

ECM SYSTEMS LTD

Privacy Notice

www.ecmsystems.net

Last updated: 15-07-2026

This privacy notice explains how **ECM Systems Ltd** (“ECM”, “we”, “us” or “our”) collects and uses personal data about visitors to our website at www.ecmsystems.net, and about people who contact us or otherwise interact with us through the website. It also explains your rights under data protection law and how to exercise them.

ECM is part of the Playtech group of companies. This notice covers the ECM website only. Different notices apply to other ways in which we and the wider Playtech group process personal data — for example, our customer and supplier relationships, recruitment, and the gaming products and services we supply to operators. Where another notice is more relevant, we will tell you or provide a link to it.

1. Who we are and how to contact us

ECM Systems Ltd is the data controller responsible for the personal data processed through this website. Our details are:

Company name	ECM Systems Ltd
Registered office	Mid-city Place, 71 High Holborn, London WC1V 6EA, United Kingdom
Trading address	Ellifoot Lane, Burstwick, Hull HU12 9DZ, United Kingdom
Email	ecm@playtech.com
Telephone	+44 (0)1964 672000

Privacy queries and requests. If you have any questions about this notice or about how we handle your personal data, or if you wish to exercise any of your rights, please contact us at ecm.privacy@playtech.com, marking your message for the attention of the Data Protection Officer. The Playtech group has appointed a Group Data Protection Officer who can be reached at ecm.privacy@playtech.com.

2. What this notice covers

This notice applies when you:

- browse or use the ECM website;
- contact us through the website, or by using the email address or telephone number published on it;
- engage with us about our products and services as a business contact or prospective customer; or
- interact with our official pages on third-party social media platforms (see section 9).

Recruitment. Our “Work with us” links direct you to the Playtech group careers website, which is operated by Playtech, who ECM is subsidiary of. If you apply for any role, the privacy notice on that site — not this notice — governs how your application data is handled.

3. The personal data we collect

Depending on how you use the website, we may collect the following categories of personal data:

Category	Examples	When we collect it
Identity & contact data	Your name, job title, employer, email address, telephone number, and postal address.	When you contact us by email, phone or post, or as a business contact.
Enquiry & correspondence data	The content of your message and any information you choose to include, plus our correspondence with you.	When you get in touch or we deal with your enquiry.
Social media data	Your profile name and any content or messages you send when interacting with our official social media pages.	When you engage with us on a third-party platform.

We do not seek to collect special category data (such as health, racial or ethnic origin, or religious beliefs) through this website. Please do not send us such information unless we specifically ask for it.

4. How and why, we use your personal data

Under UK data protection law, we must have a “lawful basis” for using your personal data. The table below sets out what we use your data for and the lawful basis we rely on for each purpose.

What we use it for	Data used	Lawful basis
Responding to and managing your enquiries and business communications	Identity & contact; enquiry & correspondence data	Legitimate interests — to respond to enquiries and manage our business relationships
Operating, maintaining and securing the website, and preventing fraud and misuse	Technical & usage data	Legitimate interests — to keep our website running, available and secure
Sending you business-to-business updates about our products and services where appropriate	Identity & contact data	Legitimate interests, or in response to your queries.
Complying with our legal and regulatory obligations	Any of the above as relevant	Legal obligation

Where we rely on legitimate interests, we have considered whether those interests are overridden by your interests or rights. You can ask us for more information about this balancing exercise using the contact details in section 1, and you have the right to object (see section 11).

5. Cookies and similar technologies

Our website uses cookies and similar technologies to make the site work, to remember your preferences and, where you allow it, to understand how the site is used. The website also embeds content from third parties — for example an interactive map — which may set their own cookies.

In broad terms cookies that can be used are:

- **Strictly necessary cookies** — needed for the website to function and to keep it secure. These do not require your consent.
- **Analytics and functionality cookies** — used only by us to measure and improve how the website performs and to remember display preferences. We will tell you about these and give you a straightforward way to opt out.
- **Advertising and third-party cookies** — where any cookies share information with third parties for advertising or are otherwise non-essential, we will only set them with your consent, which you can withdraw at any time.

At the time of this Privacy & Cookie Notice being uploaded (see date at the top), there are no cookies in use on this site

6. Who we share your personal data with

We do not sell your personal data. We may share it with:

- **Playtech group companies** — our parent company Playtech plc and other group entities, for the administration of our business, IT and security, and to respond to your enquiry where appropriate;
- **Service providers** — organisations that process personal data on our behalf, such as website hosting, IT and infrastructure providers, communications tools, and analytics providers, all under written contracts that require them to protect your data and use it only on our instructions;
- **Professional advisers** — such as our lawyers, auditors and insurers, where necessary;
- **Authorities and other third parties** — including regulators, law enforcement and government bodies, where we are required to do so by law, or in connection with a corporate transaction such as a reorganisation, merger or sale.

7. International transfers

ECM is based in the United Kingdom. As part of an international group, some of the organisations we share data with (see section 6) may be located outside the UK. Where we transfer personal data to a country that does not have laws providing an equivalent level of protection, we put appropriate safeguards in place — such as the UK's International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or transfers to countries the UK government has formally recognised as providing adequate protection.

8. How long we keep your personal data

We keep personal data only for as long as we need it for the purposes set out in this notice, after which we securely delete or anonymise it. How long we keep it depends on the type of data and why we hold it.

Type of data	Indicative retention period	Notes
Enquiry & correspondence data	For the duration of the enquiry plus 2 years.	Longer where it forms part of an ongoing business relationship
Business contact data	For the duration of the relationship plus 7 years	Reviewed periodically and deleted when no longer needed

These periods are kept under review and may be extended where we are required to retain information to comply with a legal obligation or to establish, exercise or defend legal claims.

9. Third-party links and social media

Our website contains links to other websites and to our pages on social media platforms such as X (formerly Twitter), Facebook, Instagram and LinkedIn. If you follow a link to another website, or interact with us on a social media platform, that organisation will handle your personal data under its own privacy notice, which we do not control. We are not responsible for the privacy practices of those third parties, and we encourage you to read their notices.

10. How we protect your personal data

We have appropriate technical and organisational measures in place to protect personal data against accidental or unlawful loss, access, alteration or disclosure. These include access controls, encryption in transit where appropriate, network and system security measures, and contractual protections with the service providers who process data on our behalf. While no online service can be guaranteed to be completely secure, we take the security of your information seriously.

11. Your rights

Under UK data protection law you have the following rights, which you can exercise free of charge in most cases:

- **Access** — to be told whether we hold personal data about you and to receive a copy of it.
- **Rectification** — to have inaccurate data corrected and incomplete data completed.
- **Erasure** — to ask us to delete your data in certain circumstances.
- **Restriction** — to ask us to limit how we use your data in certain circumstances.
- **Objection** — to object to processing based on our legitimate interests, and to object to direct marketing at any time.
- **Portability** — to receive certain data in a structured, commonly used, machine-readable format.
- **Withdraw consent** — where we rely on your consent, to withdraw it at any time, without affecting processing carried out before withdrawal.

To exercise any of these rights, please contact us using the details in section 1. We may need to verify your identity before responding. We will respond within the timeframes required by law (usually one month).

12. How to complain

If you have a concern about how we have handled your personal data, please contact us first using the details in section 1 so that we can try to put things right. We operate a data protection complaints procedure and will acknowledge and respond to your complaint.

You also have the right to complain to the UK supervisory authority, the Information Commissioner's Office (ICO):

Information Commissioner's Office	Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
Helpline	0303 123 1113
Website	www.ico.org.uk

13. Changes to this notice

We may update this notice from time to time to reflect changes in our practices or in the law. When we make material changes, we will update the “Last updated” date at the top of this notice and, where appropriate, bring the changes to your attention. Please check this page periodically to stay informed.