



Where Ontario comes to **PLAY!**

## AXIS REWARDS MEMBERSHIP APPLICATION

COMPLETE THIS APPLICATION TO ENROLL IN THE AXIS REWARDS MEMBERSHIP PROGRAM BY ONTARIO GAMING EAST LIMITED PARTNERSHIP ("OGELP") AND THE OPTIONAL ONTARIO LOTTERY AND GAMING CORPORATION ("OLG") MY PLAYSMAST\* PROGRAM. FULL TERMS AND CONDITIONS MAY BE FOUND AT [SHORELINESCASINOS.COM/AXISREWARDS](https://shorelinescasinos.com/axisrewards).

Last Name				First Name				
Address								
City			Province/State			Postal/Zip Code		
Country of Residence	<input type="radio"/> Canada <input type="radio"/> USA <input type="radio"/> Other (specify) <input type="text"/>							
Home Phone			Cell Phone			Email Address		
Preferred Language	<input type="radio"/> English <input type="radio"/> French <input type="radio"/> Other (specify) <input type="text"/>							
Gender	<input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> X		Date of Birth   Month		Day		Year	
ID Type	<input type="radio"/> Passport <input type="radio"/> DL <input type="radio"/> Other (specify) <input type="text"/>							

### Don't miss out on Free Play and other offers!

Would you like to receive promotional offers and information via email from Shorelines Casinos and OLG? ☐ Yes ☐ No  
You may withdraw your consent at any time. Please see our Privacy Policy at [Shorelinescasinos.com/privacy-policy](https://shorelinescasinos.com/privacy-policy) for details.

#### Privacy Notice

By providing your personal information, you consent to the use of your personal information for the purposes described below.

Your personal information is collected by Shorelines Casinos and shared with OLG pursuant to section 3 of the *Ontario Lottery and Gaming Corporation Act, 1999* (OLGCA) and will be used for the following principal purposes:

- develop, provide for, undertake, organize and conduct and manage lottery schemes and gaming in the province of Ontario, including administering Responsible Gaming programs by using your information in aggregate form or in a manner that does not identify you and for meeting legal requirements.

Shorelines Casinos, its third party vendors and OLG may also use your personal information for the following purposes:

- administering the Axis Rewards Program and to contact you for customer service;
- administering Shorelines Casinos' contests, offers, promotions, events, news and surveys where you have opted-in, and gaming research and statistical purposes by using your information in aggregate form or in a manner that does not identify you;
- perform statistical analysis to monitor and evaluate the effectiveness of the program, our services, marketing campaigns, and to provide personalized promotional materials to you;
- monitor metrics such as number of visits, gaming activities and demographic patterns in order to improve our offerings and services;
- sharing the information with third parties including police services for investigation or audit purposes; for integrity, security, compliance and risk management of games and gaming operations;
- facilitating enrolment in other services provided by Shorelines Casinos that may be of interest to you; and otherwise as permitted by the Freedom of Information and Protection of Privacy Act (FIPPA) or as required by law.

Personal information is retained by Shorelines Casinos, by OLG and by our respective vendor(s) who perform services on our behalf. In these instances we only disclose information required to perform those services. In such cases we will enter into contractual agreements to protect the security and confidentiality of your personal information. Personal Information may be stored outside of Canada and is subject to the laws and lawful disclosure requirements in the recipient jurisdictions. If you wish to cancel your enrollment, please contact Guest Services at a Shorelines Casinos property offering the Axis Rewards program.

☐ Check this box if you wish to opt out of receiving Shorelines Casinos special offers via Direct Mail.

If you have questions or concerns related to our collection of your personal information, compliance with this Privacy Notice or the handling of your personal information, please see our Privacy Policy at [Shorelinescasinos.com/privacy-policy](https://shorelinescasinos.com/privacy-policy) or contact our Privacy Officer at: (604) 303-1000, or by mail at: Privacy Officer, Great Canadian Gaming Corporation, 95 Schooner Street, Coquitlam, BC V3K 7A8.

#### Axis Rewards Program

I have read and agree to abide by the Terms and Conditions of use as set out on [ShorelinesCasinos.com/AxisRewards](https://shorelinescasinos.com/AxisRewards). I agree that Shorelines may, at its sole discretion, cancel, revoke or deny my membership at any time without notice to me. I am not an employee of Shorelines Casinos, OGELP, or Great Canadian Gaming Corporation. By signing here, I authorize Shorelines Casinos and OGELP to use, access, disclose, and store my personal information inside and outside Canada for the purposes stated in the Privacy Notice on this form.

Signature

Date

\* If you have elected to opt out of receiving Electronic Communications and Direct Mail you will still have access to the benefits and rewards of our program by utilizing your Axis Rewards card while on the property! You will not receive additional offers and rewards via Electronic Communications and Direct Mail if you opt out. You may opt out of receiving Electronic Communications and/or Direct Mail at any time by visiting our Guest Services department at a participating Shorelines Casinos property. My PlaySmart is a budgeting tool that helps players track their play at certain electronic gaming machines by using a player card.



Must be 19+