O.C. 374/2026

NOV 13 2026

Province of Alberta
Order in Council

ORDER IN COUNCIL

Approved and ordered:

Lieutenant Governor
or
Administrator

The Lieutenant Governor in Council approves the sale and, in accordance with that sale, the transfer of PlayAlberta player accounts by the Alberta Gaming, Liquor and Cannabis Commission, subject to the conditions set out in Appendix A and Appendix B.

CHAIR

For Information only

Recommended by: Minister of Service Alberta and Red Tape Reduction

Authority: Gaming, Liquor and Cannabis Act
(section 34.2)

APPENDIX A

In this order,

1. "**Account Holder**" means a person who has a PlayAlberta account;
2. "**Commission**" means the Alberta Gaming, Liquor and Cannabis Commission;
3. "**Purchaser**" means a person acquiring the PlayAlberta assets, including the Player Account Assets;
4. "**Player Account Assets**" means the personal information associated with PlayAlberta player accounts described in **Appendix B** to this order;
5. "**PlayAlberta**" means the online gambling platform by that name currently owned by the Commission;
6. **"POPA"** means the *Protection of Privacy Act*, SA 2024, c P-28.5;
7. "**Purpose"** means the purpose for which the Player Account Assets were initially collected by the Commission.

This order is subject to the following conditions:

a) The Commission shall not disclose the Player Account Assets to the Purchaser unless and until:

(i) the Commission has provided notice to all Account Holders of the proposed sale and disclosure of the Player Account Assets to the Purchaser according to the requirements set out in the **Schedule** to this **Appendix A**;

(ii) the Purchaser has executed a purchase agreement with the Commission that satisfies the requirements of the Commission and is

subject to the terms and conditions described in clauses (b) to (f) of this order; and

(iii) the Purchaser has executed an operating agreement with the Alberta iGaming Corporation that satisfies the Alberta iGaming Corporation, and includes a requirement that the Player Account Assets will only be collected, used, disclosed, retained, and destroyed in accordance with POPA and only used or disclosed for the Purpose, except with the consent of the Account Holder.

b) The Purchaser shall safeguard and maintain the accuracy, confidentiality and security of the Player Account Assets during collection, use, disclosure, retention, and destruction.

c) The Purchaser shall only use and disclose the Player Account Assets for the Purpose and for no other purpose, except in accordance with applicable Alberta privacy legislation.

d) The Commission shall not sell or disclose the Player Account Assets of any Account Holders who have closed their accounts, chosen to opt out, or enrolled in a self-exclusion program applicable to PlayAlberta administered by the Commission.

e) The Commission and the Purchaser shall retain records sufficient to demonstrate compliance with the requirements of section 34.2 of the *Gaming, Liquor and Cannabis Act* and this order, and the Purchaser must provide all such records to the Commission upon request.

f) The Purchaser and the Commission shall at all times before, during and after the transaction, ensure the Player Account Assets remain subject to and protected by applicable Alberta privacy legislation.

g) The Commission must immediately, on the request of the Minister responsible for the

Gaming, Liquor and Cannabis Act, report to and provide information to that Minister about any matter related to this order, including but not limited to the records referred to in clause (e).

h) The Commission shall not sell or disclose the Player Account Assets of any Account Holders who have closed accounts, chosen to opt out, or enrolled in a self-exclusion program applicable to PlayAlberta administered by the Commission, as of the transaction closing date.

Schedule to Appendix A

Requirements for the Opt-Out Process

a) The Commission shall provide Account Holders, excluding Account Holders who have closed accounts or enrolled in a self-exclusion program applicable to PlayAlberta administered by the Commission, with notice of the proposed sale and disclosure of their Player Account Assets to the Purchaser.

b) The Commission shall provide the notice to Account Holders by, at minimum, sending no less than two email messages, no less than seven days apart.

c) The opt-out process must be easy to understand and use, and include transparent content that:

   i. identifies that the Account Holder's Player Account Assets shall be sold and disclosed to the Purchaser unless the Account Holder opts out;

   ii. describes the personal information that may be sold and disclosed;

   iii. identifies all relevant legal and operating names of the prospective Purchaser;

   iv. describes how privacy protections will be maintained under applicable Alberta legislation, regulations and directives;

   v. identifies the date until which an Account Holder may opt out; and

   vi. provides instructions on how to opt out.

d) The Commission shall provide Account Holders with a period of not less than ninety days from the date of distribution of the initial email notice to opt out;

e) The Commission shall provide broadly distributed general public notices about the proposed sale and the opt-out process, including but not limited to a public announcement and displaying banners on all versions of the PlayAlberta platform and the Commission's website.

Appendix B

The following is the personal information that is associated with the PlayAlberta player accounts.

1. Registration and Identity Verification:
    - legal name;
    - date of birth;
    - address;
    - phone number;
    - occupation; and
    - Equifax verification result (pass/fail).

2. Location Verification:
    - internet protocol (IP) address; and
    - geolocation information.

3. Financial Transactions:
    - name;
    - account numbers;
    - security code;
    - expiry date; and
    - bank statement or processed cheque for withdrawal verification.

4. Gameplay Information:
    - gameplay history;
    - player preferences; and
    - wagering activity.

5. Customer Service Records:
    - email address;
    - username;
    - first and last name;
    - date of birth;
    - home address; and
    - call and chat logs.

6. Other Personal Information:
    - anti-money laundering risk;
    - potential fraud; and
    - high limit transactions.