

Mobile Messaging Service Privacy Policy

bestbet uses the information collected from your interaction with bestbet by Text Messaging Service (SMS) ("SMS Service") solely for the purposes of improving the SMS Service. The information will not be provided, sold, licensed, rented, assigned or disclosed to Third Parties, except as required by law, nor will we use your phone number to initiate a call or SMS text message to you without your express prior consent. Your wireless carrier and other service providers also collect data about your SMS Service usage, and their practices are governed by their own privacy policies.

bestbet collects the mobile phone number you use to send us a text message and the content of the messages sent between you and bestbet. When you send a text message to bestbet or via bestbet, we log the incoming phone number, the wireless provider associated with the number, and the date and time of the transaction. The only information we automatically collect is that related to the use of our Mobile Services. bestbet uses this data to analyze the message traffic in order to operate, develop and improve our SMS Service.