

PRIVACY POLICY

Effective Date: January 29, 2017

Turfway Park, LLC (together with its direct affiliates, “*Turfway*” or “*we*”) understands your concerns about the use of your personal information and is committed to protecting your privacy. Turfway has implemented this Privacy Policy to give you a better understanding of how we handle your information. This Privacy Policy applies to Turfway, all websites and webpages that are owned or operated by Turfway including but not limited to www.turfway.com (collectively, the “*Site(s)*”), use of any our mobile application(s) offered by Turfway (collectively, the “*Apps*”), and any postings on social media platforms associated with Turfway. The Sites, the Apps, and any posting on social media platforms associated with us are sometimes referred to collectively in this Privacy Policy as the “*Service(s)*.” In addition, this Privacy Policy also provides instruction on how to “opt out” if you do not wish to receive communications from us.

Certain transactions and services offered while visiting the Turfway Services may be processed or provided by other entities under contract with Turfway, even though it may appear that you have not left the Sites or Apps, as applicable. This Privacy Policy does not apply to information collected by other entities except that Turfway will treat information that it receives about you from other entities under the terms of this Privacy Policy. Turfway does not have any control over how other entities use information that they collect about you. To determine the privacy policies applicable to information collected by those other entities, please consult the websites of the other entities.

A link to Turfway’s Terms of Use can be found [here](#).

Information We Collect

We routinely collect a variety of information from a variety of sources. The type of information we collect varies (depending on your use of our Services) and includes both personal and non-personal information. Examples of the types of information we may potentially collect include but are not limited to:

- **Information Collected Automatically**
 - We and our third-party service providers (including any third-party content, advertising, and analytics providers) may automatically collect certain information from your mobile device or web browser when you interact with the Services (collectively as “*Usage Data*”) to help us understand how our users use the Services and to target advertising to you. For example, each time you visit the Services we and our third-party service providers may automatically collect your IP address, mobile device identifier or other unique identifier, browser and computer type, access time, the Web page you came from, the URL you go to next, the Web page(s) that you access during your visit and your interaction with content or advertising on the Services. The Usage Data we collect is generally non-identifying, but if we associate it with you as a specific and identifiable person, we will treat it as Personal Information (defined below).
 - Cookies and local storage may be set and accessed on your computer. Upon your first visit to the Services, a cookie or local storage may be sent to your computer that uniquely identifies your browser. Many major web services use cookies to provide useful features for their users. Each website can send its own cookie to your browser. Most browsers are initially set up to accept cookies. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent; however if you reject cookies, you will not be able to sign in to the Services or

take full advantage of our Services. Additionally, if you clear all cookies on your browser at any point after setting your browser to refuse all cookies or indicate when a cookie is being sent, you will have to again reset your browser to refuse all cookies or indicate when a cookie is being sent. Cookies are used for a variety of purposes including the following: (a) to track your preferences, such as the address or local zip code you enter; (b) to access your information when you sign in so we can provide you with your personalized content; (c) to display the most appropriate advertisements, based on your interests and activity on our Services; and (d) to help us improve the Services by analyzing and estimating our traffic and use of features on the Services. You can find more information about cookies and how they work at <http://www.allaboutcookies.org/>.

- Personal Information You Choose to Submit
 - You can visit the Services without telling us who you are or revealing any information by which someone could identify you as a specific, identifiable individual (collectively, “**Personal Information**”). If, however, you wish to register an account via the Services, you are required to provide certain Personal Information (e.g., your name and e-mail address), and you must also provide a user name and password. In some cases you may also choose to submit, or we may collect, additional information about yourself, such as:
 - demographic information (for example your gender, birth date, or zip code, mailing address, phone number, driver’s license number, state identification card number, passport number, naturalization number, date of birth, and/or social security number);
 - information about your preferences and interests;
 - geolocation information (preferences regarding geolocation can typically be customized in your mobile device by pressing the “Settings” icon or other similar icon on your mobile device); and
 - and other information (for example, your reservations or gaming activity, your credit card or debit card numbers, financial account information, or ClubTurfway card number, and other information to provide you with a more functional, personal experience).
 - We refer collectively to all information we collect that is not Personal Information, including Usage Data, demographic data and de-identified Personal Information, as “**Non-Personal Information**”. If we combine Non-Personal Information with Personal Information we will treat the combined information as Personal Information under this Privacy Policy.

Information We Use and to Whom We Disclose

Turfway uses the information we collect for our own marketing, advertising, and promotional purposes. We may use or disclose your information to notify you of special promotions, offers, and events via email, telephone, text message, push notifications, and other means at our disposal (in each case subject to this Privacy Policy). We may also use or disclose your information to facilitate the services you request, to resolve disputes, troubleshoot problems with our servers and software, or enforce our policies, including using your information as follows (this list is purposely illustrative and not meant to be exhaustive):

- validating your identity;
- recording gaming-related activity;
- conducting statistical or demographic analysis;
- processing and tracking reservations or other transactions;
- customizing your Turfway experience;
- complying with legal and regulatory requirements (including, by way of example, disclosures to the gaming commission or complying with a court order, subpoena, search warrant or other legal process);

- protecting and defending us from legal claims;
- preventing, detecting, or otherwise addressing fraud, security or technical issues;
- protecting against imminent harm to the rights, property, or safety of Turfway, its users, or the public;
- debt collection;
- satisfying contractual obligations;
- enforcing Turfway's policies and procedures, including, by way of example, the terms of use for our Sites and Apps; and
- for purposes as disclosed at the time you provide your information, with your consent, and as further described in this Privacy Policy.

We may also provide this information to our affiliated companies or otherwise provide this information to other trusted businesses or promotional partners to process such information on our behalf for the purposes set forth above. Except as provided in this Privacy Policy, your personal information will not be sold, traded, or otherwise disclosed to any other organization without your consent.

Email

We do not send unsolicited email. Users of www.turfway.com or our Services may opt-in to receive email from us. We do not ask for your personal or account information in an email unless you have contacted us first and we need to clarify your request. If you have any doubt an email is really from us, please go to our website directly by typing www.turfway.com into your browser window and navigating to the desired page. We encourage you to report suspicious email by forwarding the message to us.

External Links

To enrich the content of our Services, we may provide links to other sites operated independently from Turfway. Turfway is not responsible for the practices and privacy policies of these other sites. These other sites may collect personal information from their visitors. We recommend you check their respective privacy policies.

Opting Out

If you wish to opt-out of receiving marketing solicitations from us or do not want us to share your personal information for marketing purposes with our business partners or other third parties, please write to us at Turfway Park, LLC, Attn: Email Opt Out, 7500 Turfway Rd., Florence, Kentucky, 41042. Although you may opt-out of the use and sharing of personal information for marketing purposes, in accordance with this Privacy Policy, we may still use and provide information we collect for non-marketing purposes.

Privacy Of Minors

Certain of our areas (such as the gaming floor and other specified areas from time to time) as well as certain of our activities (such as gambling and alcohol consumption) are only intended for persons 18 or older. If you are 18, you may neither access/attempt to access those areas nor participate in any activities that are restricted to persons 18 or older. We do not knowingly collect or allow the collection of personal information from persons under 18. If a person under the age of 18 has provided us with personally identifiable information, a parent or guardian of that person should write to us at Turfway Park, LLC, Attn: Privacy Policy, 7500 Turfway Rd., Florence, Kentucky, 41042.

Security

Information collected by us is stored on secure servers, which are protected by firewalls and other industry standard security protocols. These security protocols are intended to protect these servers from unauthorized access. However, no security system is impenetrable, and these systems could become accessible in the event of a security breach. We have controls in place that are designed to detect potential

data breaches, contain and minimize the loss of data, and conduct investigations of a breach. We are not responsible for the disclosure or interception of information that you send us before we receive it.

Updating Your Information

ClubTurfway members may update personal information provided to us by visiting any property ClubTurfway desk. ClubTurfway members may also update basic contact information via their respective account on-line as well.

Revisions

We reserve the right to revise this Privacy Policy at any time without notice. When a material update is made to this Privacy Policy, the date at the top of this page will be changed to reflect the date new content is posted on our website. By accessing, viewing, or using our Services, you consent to this Privacy Policy and the Terms of Use then in effect. If there are any questions or concerns about this Privacy Policy, please write to us at Turfway Park, LLC, Attn: Privacy Policy, 7500 Turfway Rd., Florence, Kentucky, 41042.

Your California Privacy Rights

Under California Civil Code § 1798.83, residents of the State of California that have provided any personally identifiable information to us have the right to request a list of all third parties to which we have disclosed Personal Information during the preceding year for direct marketing purposes.

Alternatively, the law provides that if we have a privacy notice that gives either an opt-out or opt-in choice for use of Personal Information by third parties (such as advertisers or affiliated companies) for marketing purposes, we may instead provide you with information on how to exercise your disclosure choice options. In compliance with the second alternative, we have established this Privacy Policy that provides you with details on how you may either opt out or opt-in to the use of your Personal Information by third parties for direct marketing purposes.

Additionally, California Business & Professions Code Section 22575(b) (as amended effective January 1, 2014) requires us to disclose how we respond to “do-not-track” requests from our users. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. California residents are entitled to know how we respond to such “Do Not Track” browser settings. At this time, there currently is no consensus among industry participants as to what “Do Not Track” means in this context. Therefore, like many websites and online services, the Site does not alter its practices when it receives a “Do Not Track” signal from a visitor’s browser. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Users Outside Of The United States

The Services are operated in the United States. If you are located in another jurisdiction, please be aware that information you provide to us will be transferred to and processed in the United States. By using the Services or providing us with any information, you consent to this transfer, processing, and storage of your information in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside or are a citizen.

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