

# PRIVACY POLICY

*(Last Revision: June 19, 2015)*

Thank you for visiting Turning Stone Resort Casino (“Turning Stone”, “we”, “us” or “our”). Turning Stone is operated by Turning Stone Resort Casino, LLC, a governmental instrumentality organized by, and existing under the laws of, the Oneida Indian Nation, a sovereign Indian nation.

We value our guests and recognize the importance of your personal privacy. This policy provides you with details on Turning Stone’s privacy practices with respect to the information we collect from/about you as a result of your interactions with us.

## **1. Personal Information We Collect and How We Use It**

We do not collect personal information from you unless you voluntarily provide it to us or otherwise agree that we may collect it, including, without limitation, when you: (a) participate in our Concierge Club or loyalty program; (b) register for an account on a Turning Stone website; (c) make a reservation; (d) purchase a product or service; (e) participate in any of our promotions or events; (f) sign up to receive special offers or other marketing communications from us; (g) download and use our mobile application; (h) respond to a survey; or (i) contact us with questions, comments or concerns.

The type of personal information you may be asked to provide, or we may collect, includes information such as your name, date of birth, gender, mailing address, e-mail address, phone number, loyalty program account information, gaming activity, credit or debit card information, reservation and other transaction information and personal preferences.

We may use your personal information: (a) to validate your identity and prevent fraud; (b) to process and fulfill your reservations, purchases and other transactions; (c) to administer our Concierge Club, loyalty program and any other program, promotion or event you registered for; (d) to customize your Turning Stone experience; (e) for our own marketing purposes, such as notifying you of special offers, promotions and events via e-mail, text message, postal mail, phone and other means; (f) to better understand who our guests are and how they use our websites, products, services, programs, promotions and other offerings; (g) to improve our customer service, our websites and the products, services, programs, promotions and other offerings available to you; (h) for our own debt collection purposes; (i) to respond to any questions, comments or concerns you may have; (j) in accordance with any other consent you have given us; and/or (k) as required by applicable laws, rules or regulations, valid court order, or the terms and conditions applicable to our websites, Concierge Club, or loyalty or other programs.

We engage other companies to provide services on our behalf, such as credit card billing, reservation services, distributing communications to you, hosting and/or maintaining our websites, maintaining our databases and other information technology systems, performing website and guest analytics, and for various other purposes for which it may be necessary to provide them with your personal information. These parties are not authorized to use your personal information other than as necessary to provide these services on our behalf.

If you sign up for our Concierge Club or loyalty program, we may share your personal information with our business partners as necessary to administer these programs (e.g. so you can redeem points earned at Turning Stone for products or services purchased from one of our business partners, and vice versa). These business partners may only use your personal information for purposes of administering the programs.

We may also share your personal information with our business partners for their own or joint marketing purposes. We encourage you to read any privacy policies made available to you by our business partners to better understand how they may, in turn, protect and use your personal information. See *Updating Your Contact Information; Opting-Out* below for how you can opt out from this use of your personal information for marketing purposes.

We may also share your personal information with third parties if we believe it is necessary to comply with applicable laws, rules or regulations or valid court order, or to protect our guests, employees, our property, the property of our business partners or the public from harm. Additionally, in the event of a business restructuring (such as a sale, merger or reorganization of our business or transfer of our assets), we may share your personal information with third parties that are a part of that transaction.

## **2. Non-Personal or Aggregate Information We Collect and How We Use It**

When you use our websites or interact with us in other ways described below, we may collect and record certain non-personally identifiable information. For example:

- *Browsing History.* When you visit our websites, like when you visit most other websites, certain information about your visit is automatically logged, such as server name, browser type and IP address through which you access the Internet, the date and time you accessed our websites, the pages you visited, and the internet address of the website, if any, from which you linked directly to our websites.
- *Cookies.* We or our service providers may use “cookies” and similar technologies to help us recognize and serve you better. “Cookies” are small data files that may be placed and stored on your computer hard drive or device. They assign the computer or device a unique identifier so that we can recognize it when you return to our websites. Cookies are designed to save you time because they help us provide you with a customized experience without you having to remind us who you are, or what your preferences are, each time you return. The cookies we use are not designed to damage your files, nor can they read information from other files on your computer hard drive or device. The Help feature on most Internet browsers will tell you how to block cookies, how to have the browser notify you when you receive a new cookie, or how to delete cookies altogether. If you block or delete cookies, however, you may not be able to conduct certain transactions or use some of the features of our websites. In addition, blocking or deleting browser cookies may not block or delete other types of cookies.
- *Other Technologies.* We may also collect data by using web beacons, clear gifs, pixel tags or similar means, which will tell us when you visit our websites and allow us to anonymously track usage and other web activity information. Non-personal information such as the areas of the websites you visit, your operating system, your browser version, and the URL you visited from, can be identified, which can be used by us to enhance your online experience.

- *Location Data.* When you access our websites or use a computer or device at Turning Stone, we might collect information about your actual physical location via IP address or GPS signals or other similar technology. The information collected will be anonymous, unless you give us your consent to collect personal information using this technology. Most devices can be configured to disable GPS type technology.
- *Targeted / Behavioral Advertising.* We may work with service providers and marketing partners to help us deliver personalized content and advertising to you while you are on our websites. In order to deliver personalized content to you, these providers/partners may use cookies, web beacons and other technologies to collect information about your online activity.

We reserve the right, in our sole discretion, to use or disclose any of the non-personal information described above in an aggregated form for any purpose (e.g. website analytics). We may also use or disclose it in a non-aggregated form as required by applicable laws, rules, regulations or valid court order, or to protect our guests, employees, our property, the property of our business partners or the public from harm. It is possible at times when collecting non-personal information through automated means that we may unintentionally receive personal information along with non-personal information. We strive to prevent this; however, if we do inadvertently receive personal information, we will not use it except as authorized by this Privacy Policy, unless we obtain your consent to use or disclose it for other purposes.

### **3. Individuals Under Age 18**

We do not solicit personal information from individuals under the age of 18. If you are a parent or legal guardian of an individual under the age of 18 and believe that we have collected personal information from him/her without your consent, please contact us at [Promotions \(Promotions@turningstone.com\)](mailto:Promotions@turningstone.com) with "Privacy Concerns" in the subject line and we will use all reasonable efforts to delete his/her information from our marketing database.

### **4. Security**

We have implemented technical, administrative, and physical security measures in an effort to safeguard the privacy of your personal information from unauthorized access or improper use. However, although we strive to protect the security of your personal information and our computer systems, no security measures are perfect or impenetrable, so we cannot guarantee that your personal information will be completely safe from unauthorized access or improper use (e.g. by hackers). By submitting personal information to us, you assume this risk.

Also, because we cannot enforce or control the security of the computers, devices or service providers (e.g. email or cell phone providers) you use to send personal information to us over the Internet, we are not responsible for the disclosure or interception of information you send before we receive it. For your own privacy, we recommend that you not include sensitive personal information (such as credit card data) in any email you may send to us.

### **5. Links to Other Websites**

This Privacy Policy only applies to information collected by or submitted to us directly by you via our websites or your other interactions with us. Although our websites may contain links to websites

owned or operated by third parties, please be aware that we are not responsible for the privacy practices of these third parties. We encourage you to read the privacy policies that are available on any third-party website you visit so you understand how these third parties use, share and protect your personal information.

## **6. Information Collected Online from International Guests**

Personal information is stored on servers that are maintained in the United States of America. If you are an international guest, by using our websites and providing us with personal information, you freely and expressly give us your consent to export your personal information to the USA and to store and use it in the USA as specified in this Privacy Policy.

## **7. Updating Your Contact Information; Opting-Out**

If you need to update any contact information we have on file for you, please email us at [Promotions \(Promotions@turningstone.com\)](mailto:Promotions@turningstone.com) with "Update My Information" in the subject line.

If you receive or have received marketing communications from us or our business partners and subsequently wish to opt-out, please e-mail us at [Promotions \(Promotions@turningstone.com\)](mailto:Promotions@turningstone.com), with "Opt-Out" in the subject line. Please note that there may be a brief delay between when you submit your request to opt-out and when it is processed and reflected in our systems, so you may continue to receive communications from us for a limited time after you unsubscribe. We appreciate your patience as we process your request.

Although you may opt-out of the use and sharing of personal information for marketing purposes, we may still use and share your information for non-marketing purposes as described in this Privacy Policy. In addition, to the extent that our business partners received your personal information in accordance with this Privacy Policy before your request to opt-out, we are not responsible for removing your information from their lists or databases. You should contact those third parties directly.

## **8. Questions/Comments.**

We always welcome questions and comments on our Privacy Policy, so please do not hesitate to contact us at: [Promotions \(Promotions@turningstone.com\)](mailto:Promotions@turningstone.com), with "Privacy Policy Questions/Concerns" in the subject line.

## **9. Changes to this Privacy Policy**

This Privacy Policy may be updated from time to time without prior notice, so please refer back periodically for the most current version. If the changes are not material and you continue to use our websites or take advantage of the programs, promotions or services we make available to you, you consent to those changes. If the changes are material, we will notify you and obtain your consent to use your personal information in accordance with those changes.