

## **The Black Hawk Casino Privacy Policy**

The Black Hawk Casino values your patronage and respects your privacy. We are committed to protecting any personal information you provide to us. This privacy policy applies to our Site, theblackhawkcasino.com. It outlines how we use personal and private data, which we collect. This Policy also describes how you can opt-out of supplying non-personal information.

### **THE BLACK HAWK CASINO WEBSITE**

The Black Hawk Casino Website does not collect personally identifiable information, unless you, the User, choose to provide it to us voluntarily. An example of voluntarily providing personal information would be, using our carefully selected third party Websites. The Black Hawk Casino Website collects Non-Personal Information to enhance the user experience while on our Website. "Non-Personal Information" is information about you or your activities through which you cannot be personally identified. Such information may include, for example, the unique number assigned to your server or Internet connection, your geographic location, and your interactions with The Black Hawk Casino Website including what pages you look at and what information you download. We are able to enhance the user experience with a cookie, a small file that contains information sent by a website that is saved on your computer's hard drive and used for record-keeping purposes and to track data about site usage and to identify repeat visits.

### **GOOGLE ANALYTICS**

The Black Hawk Casino uses Google Analytics to improve the guest experience using aggregated information relating to site usage and user experience. We do not collect personally identifiable information such as names, social security numbers, email addresses, or any similar data, or data that permanently identifies a particular device. We do not merge Google Analytics data to any other information outside of Google Analytics. We have implemented Advertising Features, which enables Google Analytics to collect data on website traffic via Google advertising cookies and identifiers, in addition to data collected through a standard Google Analytics implementation. We collect information on age, gender, and interest categories reports when available. We use this information to help improve the guest experience across the casino, including our restaurants, promotions, and events.

### **PRODUCTS AND SERVICES**

"Personal Information" is information through which you can be identified. We collect Personal Information through secure third-party sites to provide products and services for, but not limited to, Promotions and Events. The information collected is provided voluntarily to us through a variety of means. Some examples of Personal Information that we collect include your name, date of birth, postal address, e-mail address, telephone number, and purchase information. Some Personal Information is considered "Confidential Personal Information." Confidential Personal Information is your name in combination with your credit or debit card. We may obtain Personal Information from carefully selected business partners including entities that direct you to The Black Hawk Casino ("Partners"). We will handle that information consistent with this Policy. If you choose to provide Personal Information, including Confidential Personal Information, directly to our Partners, we encourage you to consult their privacy policies for more information about their privacy protection practices. We require third parties to exercise reasonable care to protect your Personal Information and restrict the use of your Personal Information to the purposes for which it was provided.

## **HOW WE HANDLE YOUR PERSONAL INFORMATION**

We do not sell information about our patrons to third parties. We may use Personal Information and Non-Personal Information for our own marketing purposes, including notifying you of special promotions, offers and events via postal mail, e-mail, telephone, text message, and other means. We may also use Personal Information and Non-Personal Information for non-marketing purposes. Some examples of such use include (1) processing and fulfilling reservations or purchases; (2) conducting statistical or demographic analysis; (3) customizing your experience at The Black Hawk Casino Website; and (4) responding to your inquiries or other communications.

## **SHARING INFORMATION**

Your Personal Information and Non-Personal Information may be shared with other properties that are owned, operated by or affiliated with The Black Hawk Casino (collectively, "The Black Hawk Casino Related Businesses"). We may also share your information with carefully selected business partners for joint promotion activities ("Partners"). Confidential Personal Information will only be shared among The Black Hawk Casino Related Businesses to the extent necessary to permit validation of your identity, completion of a purchase or credit transaction, recording of gaming-related activity, or other legitimate non-marketing business purposes.

## **SHARING FOR NON-MARKETING PURPOSES**

We may disclose Personal Information, including Confidential Personal Information, to our Partners and other third parties for the following purposes:

- (1) for non-marketing purposes, such as processing and fulfilling reservations or purchases;
- (2) in connection with a business transaction involving a sale, purchase, reorganization, or transfer to a third party of any of the assets of The Black Hawk Casino;
- (3) to comply with a court order, subpoena, search warrant or other valid legal process consistent with the Tribe's jurisdictional considerations;
- (4) to comply with legal, regulatory or administrative requirements of any governmental authorities, consistent with the Tribe's jurisdictional considerations;
- (5) to protect and defend The Black Hawk Casino, or any Sac & Fox Related Businesses, and all of their officers, directors, employees, attorneys and agents in connection with any legal action, claim or dispute;
- (6) to satisfy any contractual obligation to indemnify our contractors, Partners or other third parties in connection with any legal action, claim or dispute;
- (7) to enforce the Terms of Use of The Black Hawk Casino Websites;
- (8) to prevent imminent physical harm or threats to any persons public safety;
- (9) to third-party vendors that The Black Hawk Casino may use to perform functions on behalf of The Black Hawk Casino, such as companies that process credit card transactions;
- (10) to prevent fraud

When we provide Personal Information to our Partners and other third parties for such purposes, we require those Partners and third parties to exercise reasonable care to protect your Personal Information and restrict the use of your Personal Information to the purposes for which it was provided to them.

## **PROTECTING PRIVACY ONLINE**

Information collected by The Black Hawk Casino is secured using reasonable industry accepted security practices.

### **Disable "Non-Necessary" Cookies**

We have made it easy for users to disable "non-necessary" cookies. "Non-necessary" cookies are not essential for the website to function correctly. These cookies are used specifically to collect personal user data via analytics, ads, and other embedded content. If users would like to opt-out out Google Analytics across all Website, follow this link: <https://tools.google.com/dlpage/gaoptout/>. For more information on how Google uses information from sites or apps that use Google Analytic Services, follow this link. [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)

### **CHANGES TO OUR POLICY**

We reserve the right to revise this Policy at any time without notice