

IMPORTANT INFORMATION ABOUT PERSONAL PRIVACY AND CERTAIN INFORMATION SHARING

At Hollywood Casino-Aurora, we appreciate the trust that our customers place in us and we recognize the importance of protecting the confidentiality of our customers' non-public personal information that we have in our possession. The information is used to ensure accuracy in reporting and record keeping and to carry out requested transactions. Keeping this information secure is a top priority for Hollywood Casino – Aurora. The purpose of this notice is to inform you about the procedures we follow for collecting, using and disclosing this information.

The following Privacy Policy applies to customers, former customers, and applicants for credit. We will provide our Privacy Policy to customers when they open a new account and annually thereafter. If we change this Privacy Policy, you will be notified in advance.

1. We obtain non-public information about clients from the following sources:
 - Information received as part of the account opening process (such as name, address and Social Security number) or as a result of other requested services.
 - Information about customer transactions. This information allows us to generate reports on behalf of the customer.
 - Information we may receive from credit reporting agencies that has been supplied by other sources (such as creditworthiness and credit history).
2. The non-public personal information that is obtained is safeguarded in accordance with our internal policies and procedures. The policies permit only those employees who need to know the information in order to perform their duties to have access to a customer's non-public personal information. We maintain physical, electronic and procedural safeguards designed to comply with federal standards to guard a customer's non-public personal information.
3. We may disclose the non-public information we collect about our customers to our affiliates, and to certain non-affiliated third parties such as credit reporting agencies and check cashing services, with whom we have contracted to perform services on our behalf. We may disclose all or parts of the information that we obtain as described above. We may also disclose non-public personal information about our clients as permitted or required by law.

We will update our policy and procedures when necessary to ensure that your privacy is maintained and that we conduct our business in a way that fulfills our commitment to you. If we make any material changes in our Privacy Policy, we will make that information available to customers through our website and/or other communications.