



Effective February 20, 2009

This privacy policy explains CalRacing.com's and CalRacing Club's privacy practices for visitors to our Web site and our CalRacing Club members. It is effective February 20, 2009 except where specified otherwise below.

We respect your right to privacy. Your ability to make informed choices about the uses of your information is important to us. This Privacy Policy explains our policy regarding the collection, use, disclosure and protection of personal information provided to us when you register at CalRacing.com, a participating CalRacing Club facility or otherwise provide such information to us. By using this Web site or otherwise participating in the CalRacing Club, you consent to our collection and use of your personal information as described in this Privacy Policy. The terms of this Privacy Policy apply to information collected from you, unless different terms are specified as part of a special offer, or in another form or contract we provide to you and you consent to those terms by participating in such special offer or program.

What is personal information?

Personal information is information that identifies an individual or is directly associated with a specific person or entity. Examples are a customer's name, address, telephone number, email address, admission information, wagering information or information about activities that can be directly linked to that person. For purposes of this policy, personal information does not include data that we may collect about a group or category of our products, services or customers from which specific customer identities have been removed. Information that is aggregated in this way may enable us to take information about how you may use a service and combine that with information about how others use the same service, but with no personal information included in the resulting data. Such aggregated data can help us understand the trends and needs of our customers so that we can better consider new services and tailor those we have to better meet our customers' desires.

How and what personal information is collected?

We may collect personal information when you visit CalRacing.com by asking you to provide information such as your name, address or e-mail address on a Web form or during an installation process. We also collect personal information about you when you sign up for a CalRacing Club membership. You may sign up for the CalRacing Club at any participating racing facility in California. Admission information is collected each time a member scans their CalRacing Club card for a qualified admission. Admission information includes: date and time that the qualified admission is earned, the facility where the admission is earned and other information related to admissions. Wagering information is collected each time a member places a wager using a membership card. Wagering information includes: date the wager was placed, facility where the wager is placed, track name on which the wager was placed, device the player used to place the wager (teller or self-service), and total number of dollars wagered for win, place, show and exotic wagers.

We may ask for personal information in a number of situations where this information may help us give you better support service. For example, we may ask you for your personal information when you are discussing a technical support issue via email or on the phone with a CalRacing representative, such as registering for video or replays or participating in an online survey. At such times, we may collect personal information relevant the situation such as, but not limited to your name, phone number, computer location and system type and email address.

Cookies

When you utilize CalRacing.com, some of our web pages use "cookies." Cookies are text files we place in your computer's browser to store your preferences. Cookies, by themselves, do not tell us your email address or other personally identifiable information unless you choose to provide this information to us by, for example, registering at one of our sites. However, once you choose to furnish the site with personally identifiable information, this information may be linked to the data stored in the cookie.

We use cookies to understand site usage and to improve the content and offerings on our site. For example, we may use cookies to personalize your experience at our web pages (e.g. to recognize you by name when you return to our site), or to save your password in password-protected areas. We also may use cookies to offer you products, programs or services.

How do we use the personal information we collect from you?

The personal information we collect is generally used to provide you with information pertaining to horse racing and horse racing promotions and/or opportunities that might be of interest to you. CalRacing Club admission information collected determines which rewards members are eligible to receive. Generally, a greater number of qualified admissions qualify a member for a greater number of rewards. Wagering information collected determines which rewards members are eligible to receive. Technical support information assists with support service.

If you prefer not to receive information from CalRacing you can use the unsubscribe feature on the emails you may receive, or email us at calracing@calracing.com, or let us know that by writing at: California Marketing Committee, 140 S. Lake Avenue, Suite 269, Pasadena, CA 91101.

Do we share your personal information?

CalRacing.com and the CalRacing Club maintain member information exclusively for their use. A list of participating CalRacing Club facilities appears at the bottom of this document.

In some cases CalRacing.com and the CalRacing Club may use your personal information in cooperation with selected promotional partners but will not sell or otherwise transfer such information to third parties without your prior consent, except in the following limited circumstances:

First, if you order something from CalRacing.com, we may provide to a third party information that is necessary to complete your order. For example, we may provide your address to a shipping carrier and if you pay by a credit card or debit card, your card number and sales transaction information are passed on to the card processor and/or issuer including their service providers such as fraud verification services). However, we give vendors, suppliers and others involved in the commerce distribution chain only the information needed to provide you the products or services you order, such as shipping and/or billing address, email address, telephone number and information on what you ordered. What is more, we require them to keep the information confidential and not to use it for other purposes. We, of course, are not responsible for any additional information you may provide directly to these parties and we encourage you to become familiar with their practices and policies before disclosing information directly to them.

Second, from time to time we offer special products and services to our customers that are provided by third parties. These offerings may consist of things like consumer services relating to the horse racing industry. We may share your name, postal address, and email address with these third parties in order to notify you of their offerings. If you prefer that we not share such information about you with third parties, you can let us know as described below in the section about what to do if you do not want your personal information shared.

However, if you apply for or request certain products, offerings or services, information that you provide will be shared directly with the third parties who will be providing the requested products, offerings or services. The third parties with whom we do business are required to agree not to use the personal information about you that we share with them for any purpose other than providing the requested product or services.

Finally, we may disclose personal information in the good faith belief that we are lawfully required to do so, or that doing so is in response to a subpoena or other legal process or order of any governmental authorities, or as legally permitted to respond to any claims, or to protect the rights of CalRacing.com, CalRacing Club, our customers, employees or the public.

What do we do to protect personal information?

We have put into place various security measures in an effort to protect personal information from loss, misuse or alteration while it is under our control. Personal information we collect is stored electronically and may be combined with other information you give us.

When a CalRacing Club customer service representative uses a CalRacing Club terminal to access your information, this access is protected by a strict limitation of specifically allowable private, static network addresses.

Data Security Disclaimer

We are committed to the security of your personal information. We take reasonable security precautions to secure the personal information you choose to provide against the loss, misuse, alteration or unauthorized access of such information. Unfortunately, no transmission of data over the Internet is guaranteed to be completely secure. It may be possible for third

parties not under our control to intercept or access transmissions or private communications unlawfully. While we strive to protect your personal information, we cannot ensure or warrant the security of any personal information you transmit to us. Any such transmission is done at your own risk. If you believe that your interaction with us is no longer secure, please notify us immediately.

What if you do not want your personal information shared as described above?

We recognize that you may wish to choose not to have your personal information shared in the manner described above. If that is the case, we give you the opportunity to opt-out of receiving certain information or to request that certain information not be shared. You may notify CalRacing by e-mailing calracing@calracing.com or by writing to: California Marketing Committee 140 South Lake Ave., Suite 269 Pasadena, CA 91101. Such notification will not preclude CalRacing.com or the CalRacing Club from sharing such information pursuant to subpoenas or other legal process or orders of governmental authorities.

What about links to other Web sites?

Our website may feature links to other websites of third parties who have agreed to offer goods and services to our customers. Any personal information you provide on the linked pages is provided directly to that third party and is subject to that third party's privacy policy and practices. Except as described above, we are not responsible for the content or privacy and security practices and policies of Web sites to which we link. We encourage you to learn about their privacy and security practices and policies before providing them with personal information.

What if you want to update, review or correct personal information?

You may notify CalRacing by emailing calracing@calracing.com or by writing to California Marketing Committee, 140 S. Lake Ave., Suite 269, Pasadena, CA 91101. CalRacing Club members may also visit Customer Service at any participating facility.

How will we notify you if we change our Privacy Policy?

We reserve the right to change this privacy statement at any time. We will alert you to the fact that changes may have been made by indicating at the top of the Privacy Policy the date that it was last updated. We encourage you to review our Privacy Policy to make sure you understand how information you provide will be used.

What to do if you have any questions or concerns about this Privacy Policy?

If you have any questions or concerns about this Privacy Policy or would like to contact us for any reason, you can do the following: email calracing@calracing.com, or write to California Marketing Committee 140 S. Lake Ave., Suite 269, Pasadena, CA 91101.

Participating Racing Facilities:

Alameda County Fair, Antelope Valley Fair, California State Fair, Earl Warren Showgrounds, Fresno District Fair, Kern County Fair, Monterey County Fair, National Orange Show, Redwood Acres Fair, Riverside County Fair, San Bernardino County Fair, San Joaquin Fair, Santa Barbara County Fair, Santa Clara County Fair, Shasta District Fair, Solano County Fair, Sonoma County Fair, Southern California Fair, Stanislaus County Fair, Tulare County Fair, Ventura County Fair.