

PRIVACY POLICY

South Reno Athletic Club is committed to protecting the privacy of its visitors and has prepared the following statement to inform users how personally identifying information and non-personally identifying information is gathered from our Web site and used by SOUTHRAC.COM. South Reno Athletic Club encourages its Web site users to be smart about choosing when, and to whom, to release information online.

PRIVACY POLICY UPDATES

Whenever our Privacy Policy is modified we will notify you that changes have been made by updating the month, day, and year currently displayed beside the link to our privacy policy statement. This link is located at the bottom of each page within the SOUTHRAC.COM Web site.

CHILDREN

Children (persons under the age of 18) are not eligible to use the Web site unsupervised and we ask that children do not submit any personal information to us. If you are under the age of 18, you may only use this Web site in conjunction with and under the supervision of your parents or guardians.

NON-PERSONALLY IDENTIFIABLE INFORMATION

Certain non-personally identifiable information about our visitors is collected by the standard operation of SOUTHRAC.COM's internet servers and through the use of "cookie" technology (as described below), such as the type of internet browser you are using and the domain name of your internet service provider, where you go within the Web site, how much time you spend in any particular area and what you buy.

COOKIES

A "cookie" is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. All Web sites on SOUTHRAC.COM where you are prompted to log-in or that are customizable by you require that you accept cookies. Generally, we use cookies to:

- Remind us of who you are and to access your account information (stored on our computers) in order to deliver to you a better and more personalized service. This cookie is set when you register or "Sign In" and is modified when you "Sign Out" of our services. SOUTHRAC.COM..
- Estimate our audience size. Each browser accessing SOUTHRAC.COM is given a unique cookie which is then used to determine the extent of repeat usage, usage by a registered user versus by an unregistered user, and to help target messages, promotions and ads based on user interests and behavior.
- Measure certain traffic patterns, which areas of the SOUTHRAC.COM Web site you have visited, and your visiting patterns in the aggregate. We use this research to understand how our users' habits are similar or different from one another so that we can make each new experience on SOUTHRAC.COM a better one. We may use this information to better personalize the content, banners, and promotions that you and other users will see on our Web sites.

You agree that we may use your personal information to contact you and deliver information to you that, in some cases, are targeted to your interests, such as targeted banner advertisements, administrative notices, product offerings, and communications relevant to your use of the Web site. By accepting the User Agreement and Privacy Policy, you expressly agree to receive this information. If you do not wish to receive these communications, we encourage you to opt out of the receipt of certain communications. You may make changes to your notification preferences at any time.

You have choices with respect to cookies. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies you will be unable to use those SOUTHRAC.COM services that require registration in order to participate. These services include (but are not limited to): participating in any loyalty or incentive programs, signing up for free passes, etc.

Information collected by the standard operation of SOUTHRAC.COM 's internet servers and through the use of cookies is analyzed by South Reno Athletic Club only in aggregate form and is used to improve the content of our Web site, to tailor the content and/or layout to consumer trends and to notify users about updates to the Web site. South Reno Athletic Club reserves the right to disclose or otherwise utilize this information in aggregate form, for any purpose, in its sole judgment.

PERSONALLY IDENTIFIABLE INFORMATION

SOUTHRAC.COM receives and stores any personally identifiable information you enter on our Web site or provide to us in any other way (such as your name, street address, telephone number and email address). Also, if you contact South Reno Athletic Club Online, we may keep a record of that correspondence. Such information is only known to South Reno Athletic Club when it is

voluntarily submitted or posted to us. Wherever SOUTHRAC.COM collects personally identifiable information, we make an effort to include a link to this Privacy Policy on that page.

Personally identifiable information will be used by South Reno Athletic Club and its authorized agents only: (1) to process your requests; (2) to communicate with you or personalize the Web site based on your stated interests and preferences or make related offers to you; (3) to administer the Web site or serve you when you have questions or problems; and/or (4) as may, in South Reno Athletic Club's sole judgment, be required by any applicable laws, rules or regulations or the Terms and Conditions applicable to this Web site.

Personally identifiable information will only be shared with third parties to further the purpose for which you provide such information (e.g., to process your subscription request, enrollment registration or merchandise order) or when we believe in good faith that the law requires it, or to protect the rights of South Reno Athletic Club or its affiliates or subscribers.

If South Reno Athletic Club intends to disclose personally identifiable information to third parties in circumstances not outlined above, you will be advised at the time that we request that you provide us such information, and you will be provided with the opportunity to opt out of our online database so that participation in the registration, sweepstakes, contest or other activity is possible without disclosing personally identifiable information to such third parties. South Reno Athletic Club does not currently sell any personally identifiable information to third parties.

SECURITY

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, SOUTHRAC.COM cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we use reasonable efforts to ensure that collected personally identifiable information is secure and not readily accessible to unapproved individuals or third parties. SOUTHRAC.COM has limited the number of people who have physical access to our database servers and has implemented electronic security systems and password protections which help further guard against unauthorized access.

Due to the existing regulatory environment, we cannot ensure that all of your private communications and other personal information will never be disclosed in ways not otherwise described in this Privacy Policy. By way of example (without limiting the foregoing), we may be forced to disclose personal information to the government or third parties under certain circumstances, third parties may unlawfully intercept or access transmissions or private communications, or users may abuse or misuse your personal information that they collect from the Web site. Therefore, although we use industry standard practices to protect your privacy, we do not promise, and you should not expect, that your personal information or private communications will always remain private.

South Reno Athletic Club- Stadium LLC

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