

PRIVACY POLICY

THE MIRAGE CASINO-HOTEL - playMGM

This privacy policy (“**Policy**”) describes the information collection, use, sharing, and related practices applicable to the playMGM on-premises mobile gaming app and Nevada in-state mobile sports book app (together the “**MGM App**”) provided by THE MIRAGE CASINO-HOTEL, 3400 Las Vegas Boulevard South, Las Vegas, Nevada 89109 (“**MGM,**” “**we,**” “**our**” or “**us**”). This Policy is a legally binding contract between us and anyone who accesses or uses the MGM App (“**you**” or “**your**”). As used in this Policy, the word “**including**” means including, without limitation. Capitalized terms not defined in this Policy have the definitions set forth in the Terms and Conditions for the MGM App. If you have any questions about this Policy, please contact us at NVsupport@playMGM.com. If you do not want us to collect, use, or share your information in the ways described in this Policy, please do not use the MGM App.

I. INFORMATION WE COLLECT

We collect information from a variety of sources and in a variety of ways, including the following:

Account Information. In order to use the MGM App, you must register for an Account. In order to register for an Account, you must be an M life loyalty member and register in-person at a designated MGM location. When you register for an Account, we may access and collect the information contained in your M life loyalty account including your name, postal address, e-mail address, and date of birth. We may also ask you for additional information including your mobile phone number, social security number, and a government-issued photo identification such as your driver’s license, state identification card, or passport.

Location, Gaming, and Transaction Information. When you use the MGM App, we and our third party service providers may collect information about your precise physical location, your gaming activity, and all transactions associated with your Account. We may share this information, and any other information we collect about you, with the Nevada Gaming Control Board.

Mobile Device Information. When you use the MGM App, we and our third party service providers may use cookies, web beacons, tracking pixels, scripts, e-tags, and other technologies (“**Tracking Technologies**”) to collect and analyze information about you and your mobile device. Information collected through Tracking Technologies may include the type of mobile device; browser and operating system you are using; your mobile device identifiers, such as your MAC address; the name you have associated with your mobile device; the unique number associated with your Internet connection; your telephone number; your precise geographic location; and your activities within the MGM App including the links you click, the pages you view, the number of times you click a page or use a feature of the MGM App, the date and time you click on a page or use a feature, and the amount of time you spend on a page or using a feature. Information collected through Tracking Technologies is stored in log files. Although we do not recognize automated browser signals, which may include “do not track” instructions, we do not share any of the information we collect with third parties for online behavioral advertising.

Wi-Fi and Location Information. In order to use the MGM App for on-premises mobile gaming, you may be required to use designated Wi-Fi services that will be made available to you at no cost on premises. When you use these Wi-Fi services, we might collect information (directly or through third party service providers) that includes the web sites you visit, the type of device and browser you are using, your device identification number, bandwidth used, session time, etc. We might also collect information about your precise physical location on premises for marketing purposes.

Affiliate and Third Party Information. We may obtain information about you from MGM Resorts International and casinos, resorts, and properties that are owned, operated, managed by or affiliated with MGM Resorts International (collectively “**MGM Affiliates**”) and from third parties, including our business partners.

II. HOW WE USE THE INFORMATION WE COLLECT

A. Use by MGM

Marketing Purposes. We may use the information we collect for our own marketing purposes including notifying you of special promotions, offers, and events via push notifications, e-mail, and other means. We may also link personal information (including your name, mobile phone number, and e-mail address) with non-personal information (including information collected through Tracking Technologies and Wi-Fi services) and use such information for our own marketing purposes. If you do not want us to use your personal information for marketing purposes, you may opt-out in accordance with the “How to Opt-Out section below.

Non-Marketing Purposes. We may use the information we collect for non-marketing purposes including (1) validating your identity; (2) sending you push notifications or e-mails to provide you with alerts and updates about your Account and the MGM App; (3) monitoring and recording gaming-related activity; (4) conducting statistical or demographic analysis; (5) processing and tracking gaming and non-gaming transactions; (6) complying with legal and regulatory requirements; (7) customizing your experience with the MGM App; (8) protecting and defending MGM and MGM Affiliates against legal actions or claims; (9) preventing fraud; (10) debt collection; (11) satisfying contractual obligations; and (12) cooperating with law enforcement or other government agencies for purposes of national security, public safety, or matters of public importance when we believe that disclosure of information is necessary or appropriate to protect the public interest (collectively “**Non-Marketing Purposes**”).

B. Sharing with MGM Affiliates

We may share the information we collect with MGM Affiliates for marketing purposes and for Non-Marketing Purposes. If you do not want us to share your personal information with MGM Affiliates for marketing purposes, you may opt-out in accordance with the “How to Opt-Out section below.

C. Sharing With Third Parties

Unless we have your consent, we will not share your name, address, or other personal information we collect with third parties for marketing purposes. We may share any of the information we collect with third parties for Non-Marketing Purposes. However, except as to the Nevada Gaming Control Board (which will have access to all of your information including gaming activity and all transactions associated with your Account) and as otherwise required by law, we will keep the following information confidential: (1) the amount of money credited to, debited from, or present in your Account; (2) the amount of money you wager on any event; (3) your Account number and PIN; and (4) the identity of any event on which you wager.

D. Certain Business Transactions

We may share all of the information we collect with any successor to all or part of our business in connection with a transaction involving a sale, purchase, reorganization, merger, or transfer of any our assets or the assets of MGM Affiliates.

E. How to Opt-Out

If you wish to opt-out of receiving marketing communications from us, or do not want us to share your personal information for marketing purposes with MGM Affiliates please e-mail us at optout@mgmresorts.com, call us at (866) 761-7111, or write to us at:

MGM Resorts International
Attn: Privacy Policy
3549 Industrial Road
Las Vegas, Nevada 89109

Although you may opt-out of the use and sharing of personal information for marketing purposes, we may still use and share information we collect for Non-Marketing Purposes.

III. Security

Information collected by us through the MGM App is stored on secure servers located in the United States. The United States may not offer a level of privacy protection as great as that offered in other jurisdictions. We make no representation that the practices described in this Policy are compliant with laws outside of the United States.

Our servers are protected by firewalls and other industry standard security measures. These security measures are intended to protect our servers from unauthorized access. However, no security system is impenetrable, and these systems could become accessible in the event of a security breach. We have controls in place that are designed to detect potential data breaches, contain and minimize the loss of data, and conduct forensic investigations of a breach.

Our staff is required to take reasonable measures to ensure that unauthorized persons cannot view or access your personal information. Employees who violate our privacy policies are subject to disciplinary action, up to and including termination of employment.

We cannot enforce or control the security of the computers, electronic devices, or electronic communication method that you may use to send e-mails and submit information to us over the Internet. You are responsible for ensuring that the computers, electronic devices and electronic communication methods you use will provide adequate security for communicating with us. We are not responsible for the disclosure or interception of information that you send us before we receive it.

As a standard security practice, we will take reasonable steps which are generally recognized in the industry to ensure that the communication methods used to support the MGM App do not permit connection or communication by methods that have known security weaknesses or vulnerabilities. As such, if you experience trouble using the MGM App, it may be an indication that you need to upgrade your Internet browsing tool or application to a newer version that supports more secure communication methods.

In situations where your personal information is collected by third parties under contract with us for performance of their contractual duties and other purposes, we require such third parties to exercise reasonable care to protect that information and restrict the use of your personal information to the purposes for which it was provided. When we share your personal information with MGM Affiliates or third parties in accordance with this Policy, we require them to exercise reasonable care to protect such information and restrict the use of such information to the purposes for which it was provided to them.

IV. ACCESS TO PERSONAL INFORMATION

We will retain the information we collect about you as long as your Account is active. When your Account is terminated, we will retain your personal information for as long as necessary to comply with our legal and regulatory obligations, resolve disputes, reasonably manage our business, and enforce contractual agreements. You may access, update, and correct inaccuracies in your personal information which is in our custody and control by visiting the location where you registered for your Account or another MGM-designated location.

V. OTHER WEB SITES

We are not responsible for the information collection or privacy practices of other web sites, including web sites accessible through the MGM App. You should review and understand the privacy policies posted on any linked sites you visit before using those sites or providing any personal information on them.

VI. PERSONS UNDER 21

The MGM App is intended for persons 21 or older. If you are under 21, you may not access or attempt to access or use the MGM App. We do not knowingly collect or allow the collection of personal information from persons under 21.

VII. CHANGES TO THIS POLICY

We may revise this Policy from time to time in our sole discretion. We will notify you of any material revisions by sending you an e-mail and/or by placing notice of the revised Policy on the MGM App or any place through which you access the MGM App. Your continued access or use of the MGM App following notification of any revision will be deemed binding acceptance of the Policy as revised. It is your sole responsibility to review the Policy and any revisions thereto each time you use the MGM App.

EFFECTIVE: May 17, 2016