

FACTS

WHAT DOES CAESARS ENTERTAINMENT DO WITH YOUR PERSONAL INFORMATION?

Why?

Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

What?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- Social Security number and income
- Account balances and assets
- Transaction history and account transactions

How?

All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons we choose to share; and whether you can limit this sharing.

Reasons we can share your personal information	Do we share?	Can you limit this sharing?
For our everyday business purposes— such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	YES	NO
For our marketing purposes— to offer our products and services to you	YES	NO
For joint marketing with other financial companies	YES	NO
For our affiliates' everyday business purposes— information about your transactions and experiences	YES	NO
For our affiliates' everyday business purposes— information about your creditworthiness	YES	YES
For our affiliates to market to you	YES	YES
For nonaffiliates to market to you	YES	YES

To limit our sharing

- Mail the form below

Please note:

If you are a *new* customer, we can begin sharing your information 30 days from the date we sent this notice. When you are *no longer* our customer, we continue to share your information as described in this notice.

However, you can contact us at any time to limit our sharing.

Questions?

www.caesars.com/privacy

Mail-in Form

Mark any/all you want to limit:

If you have a joint account, your choices will apply to everyone on your account unless you mark below.

- Do not share information about my creditworthiness with your affiliates for their everyday business purposes.
- Do not allow your affiliates to use my personal information to market to me.
- Do not share my personal information with nonaffiliates to market their products and services to me.

- Apply my choices only to me

Name	
Address	
City, State, Zip	
Caesars Rewards #	

Mail to:
 ATTN: Direct Marketing
 One Caesars Palace Dr
 Las Vegas, NV 89109

Must be 21 or older to gamble. Know When To Stop Before You Start.[®]
 If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537).

Who we are	
Who is providing this notice?	See list of Caesars Entertainment companies in the "Other important information" section below.
What we do	
How does Caesars protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings. To learn more about security at Caesars, please visit caesars.com/privacy .
How does Caesars collect my personal information?	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> ■ Open an account or provide account information ■ Give us your contact information or show your driver's license ■ Give us income information <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies.</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> ■ sharing for affiliates' everyday business purposes—information about your creditworthiness ■ affiliates from using your information to market to you ■ sharing for nonaffiliates to market to you <p>State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.</p>
What happens when I limit sharing for an account I hold jointly with someone else?	Your choice will apply to everyone on your account unless you tell us otherwise.
Definitions	
Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies.
Nonaffiliates	<p>Companies not related by common ownership or control. They can be financial and non-financial companies.</p> <ul style="list-style-type: none"> ■ Nonaffiliates that we share with may include third party promotional or loyalty programs, an entity purchasing one of our owned or operated properties, or other related businesses.
Joint marketing	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> ■ Our joint marketing partners may include credit card companies.
Other important information	
<p>Our companies include, among others, Caesars Entertainment, Inc. and its subsidiaries and affiliated entities that own, operate or manage our properties or businesses under the Bally's Las Vegas, Caesars, Caesars Palace, Caesars Rewards, Caesars Sportsbook, Circus Circus Reno, The Cromwell, Eldorado, Eldorado Gaming, Scioto Downs, Flamingo, Grand Victoria, Harrah's, Harveys, Horseshoe, Isle, Isle of Capri, Lady Luck, The LINQ, Nobu Hotel at Caesars Palace, Paris Las Vegas, Planet Hollywood Resort & Casino, Rio All Suite Hotel & Casino, Silver Legacy, Tropicana and WSOP brands. <i>For California and Vermont residents: We will not share information we collect about you with affiliates or nonaffiliates, except as permitted by your state's law.</i></p>	

Detach, place in envelope and return this portion to the address noted on the reverse side.