

DELAWARE NORTH COMPANIES PARKS & RESORTS, INC. GREENPATH® ENVIRONMENTAL CONSERVATION INITIATIVE WEBSITE: Privacy Policy

Privacy Statement

Delaware North Companies Parks & Resorts, Inc.'s online privacy statement tells you about the information the company or its subsidiaries or affiliates collect through the services available on our web site, Delaware North Companies Parks & Resorts, Inc. (the "Site") and the membership programs, how we use that information and how you can opt out of certain uses of information we may collect. By using our services and accessing our Site, you are consenting to the information collection and use practices described in this statement, as modified from time to time by us. If this Privacy Statement is not acceptable to you, do not use this Site. If we decide to change our privacy statement, we will post a new statement on our Site. Therefore, we encourage you to check the date of our privacy statement whenever you visit this Site for any updates or changes.

Information About You.

We collect several types of information on our Site. We collect "Personal Information", which, generally speaking, is information that can be used to identify you individually, such as your name, address and email address. We also collect "Non-personal Information", which is information about you that does not itself identify you individually. Examples of Non-personal Information include age range and gender. We also collect "Aggregate Information", which is information about use of our site, such as pages visited on our Site. The information we collect depends on what services you use on our Site. The following is a more detailed explanation of these types of information as well as when and how we collect and use it.

Personal and Non-Personal Information.

Registration and Transactional Data. When you register on our Site, we may collect various kinds of Personal Information including your name, e-mail address, home address, and home phone number. We also collect and store access information related to your account including user name and user password. When you make purchases from our Site, we may collect purchasing information such as product orders, shipping address(es), and credit card information.

Registration Directly with Delaware North Companies Parks & Resorts, Inc.

When you register with us on the Site, you are required to submit an e-mail address (which is your user ID for the Site) and password. Additional information may be included in your registration profile such as name, address and billing information. At registration, you are given the opportunity to specify your privacy preferences. As described below, you may change these preferences at any time.

Surveys.

From time-to-time we may post surveys on our Site. The surveys may request demographic information (such as age range, gender, areas of interest, and familiarity with Delaware North Companies Parks & Resorts, Inc. or our products and services) and customer feedback. Participation in these requests is completely voluntary and with each request you will have the choice of whether or not to disclose information. Such survey information will be used to improve the overall experience on www.delawarenorthgreenpath.com.

Customer Service Correspondence.

We may collect information that identifies you personally when you submit comments, questions or suggestions to our Customer Service department.

Chat Rooms.

Our Site may have chat rooms, discussion boards, online forums and other interactive technologies that allow individual comments and messages to be tied to a user's name or e-mail address. Any information you post in such forums is public information and Delaware North Companies Parks & Resorts, Inc. cannot control what uses third parties may make of personal information you share in such forums. You should exercise caution before disclosing personal information.

Resumes.

We collect your resume on-line if you apply for a job with Delaware North Companies Parks & Resorts, Inc. by submitting an application or/and resume on-line. Resumes you submit for job applications will be used only for considering your application for the posted position and not for marketing purposes.

Use of Your Personal and Non-Personal Information.

Except as disclosed in this statement, we do not sell or disclose information that identifies our users personally or makes it possible for other parties to contact them directly without our users' consent. We may use, sell, disclose, or otherwise dispose of Personal Information we collect in the following circumstances:

Internal Analysis and Promotions.

We may use information about you for our own internal statistical, design, operational purposes such as to estimate our audience size; measure aggregate traffic patterns; and understand demographic, customer interest, purchasing and other trends among our users and customers. We may also use your Personal Information for the marketing and/or promotion of our and our subsidiary's products or services. We may outsource all of these tasks to third parties on a confidential basis. If you do not want to receive promotional materials from us or third parties, [click here to change your preference settings](#).

Transaction Processing.

We may use your Personal Information to create a convenient and easy-to-use on-line reservation service or shopping process that includes an online "shopping cart" that allows you to track selected products and proceed through purchase. We may also share transactional information with entities as is necessary to process credit card payments or other purchasing or delivery systems.

Third-Party Offers.

We may arrange to have marketing and promotional information of our subsidiaries or affiliates sent to you that we think might be of interest to you. If you do not want to receive these materials, you may click here.

Legal Requirement.

We may disclose personal information:

- (a) to conform with the law, respond to claims or comply with legal process served on Delaware North Companies Parks & Resorts, Inc. (e.g., a lawful subpoena, warrant or court order);
- (b) to enforce or apply our policies or agreements (including to initiate, render, bill, and collect for amounts owed to us);
- (c) to protect and defend our or our user's rights or property, the Site, our employees, users or the public, including fraudulent, abusive, or unlawful use of, our Site; or
- (d) if we reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure of communications or justifies disclosure of records without delay.

Company Sale.

Information collected through our Site is considered a trade secret of Delaware North Companies Parks & Resorts, Inc. As the owner of such information, we may disclose or sell such information as an asset of the company in conjunction with the sale to a third party of our company or a portion of our assets.

Aggregate Information.

We collect aggregate information about you and your use of our Site whenever you visit us online ("Aggregate Information"). For instance, we may collect various forms of "click stream" information such as entry and exit points for our Site (i.e., referring URLs or domains), site traffic statistics, page views, impressions, and operating system and browser type. In addition, when users request pages on our Site, our servers automatically log their IP addresses. An IP address is a number that is automatically assigned to your computer whenever you are surfing the Web.

We also use third-party software that tracks traffic directed to Delaware North Companies Parks & Resorts, Inc. from affiliate Web sites and the purchases that result from this traffic. This information is aggregated and is not tied to an individual purchase.

This Aggregate Information generally will not personally identify you or be correlated to you individually for external purposes. We may collect, compile, store, publish, promote, report, sell, or otherwise disclose or use any and all Aggregate Information, provided that, such information does not personally identify you. When we share such information with other companies, it is not traceable to any particular user, and will not be used to contact you. If we do correlate any Aggregate Information to you, such information will be treated like any other Personal Information under this statement.

Links to Other Sites.

Please be aware that we provide links to third-party Web sites as a service to our users, and that we are not responsible for the content or information collection practices of those pages. Please note that these Web sites' privacy policies may differ from those of Delaware North Companies Parks & Resorts, Inc. We encourage you to review and understand their privacy practices before providing them with information.

Children. Our Site is a general audience site that is not designed nor intended to collect Personal Information from children under the age of 13. To respect the privacy of children and to comply with the Children's Online Privacy Protection Act, children under the age of 13 should not provide any Personal Information on this Site. We ask that parents supervise their children while online.

Security. When we ask for credit card data, it is transferred over a Secured Sockets Layer (SSL) line provided you are using a SSL enabled browser such as Microsoft Internet Explorer or Netscape Navigator. This ensures that your information is encrypted as it travels through the Internet. This secure mode is enabled before any such information is transmitted from your computer. You will know that you are in "secure mode" when the padlock or key icon in the lower right-hand or left-hand corner of the computer screen appears in the locked position. In addition, when accessing a secure server, the first characters of the site address will change from "http" to "https".

Opting-Out of Promotional Materials. As noted above, we may use your e-mail address and other contact information provided to us through the Site to send you promotional materials from us. If you do not want to receive such promotional information, you can change your privacy preference and remove yourself from our e-mail list at any time:

If you are registered with our Site, please sign-in and use the preference form at Your Account.

If you have NOT completed the registration process, please e-mail your request to be removed to Delaware North Companies Parks & Resorts, Inc.

Notwithstanding any preference that you select, we may contact you from time to time to provide services that you have requested or for customer service matters, such as responding to service-related inquiries, updating our policies, or notifying you of changes to existing services.

If you have any questions about our privacy statement or our use of your information, or if you need help changing or deleting your Delaware North Companies Parks & Resorts, Inc. information you can e-mail us at jhuey@dncinc.com or send us a letter at Delaware North Companies Parks & Resorts, Inc., Attn: GreenPath Webmaster, 40 Fountain Plaza, Buffalo, New York, 14202.