

- **Manual and Electronic Forms** – During your visit to GBH, you may be asked to provide information for various forms, releasing different types of personal information. The information you supply us for these forms, either verbally or in writing, may be stored electronically as well as on paper. The following forms could be prepared:
- **Players Club Enrollment** – You may choose to become a member of our Rapid Rewards program in order that you can redeem your points for cash back, buffets or merchandise, and receive invitations to parties, promotions and events, should you qualify. Prior to issuing you a Rapid Rewards card, you will be required to prepare an enrollment form, which requires certain information to be collected such as your name, address, telephone number, e-mail address and date of birth.
- **Large Cash Transaction or Casino Disbursement Records** – Under The Gaming Control Act and its regulations and The Proceeds of Crime (Money Laundering) and Terrorist Financing Act, casinos are required to complete a Large Cash Transaction Record or Casino Disbursement Record when conducting transactions with a patron of \$10,000 or more, either a single transaction or cumulative transactions within the patron's 24 hour period. These records require personal information such as your name, address, date of birth, business or principal occupation and ID reference number. If we determine that the transaction is being completed on behalf of a third party, personal information on the third party is required, including the third party's name, address, date of birth, business or principal occupation and ID reference number. GBH is required by federal law to file these records with the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC). Casinos are one of the many institutions (i.e. banks, credit unions etc.) that must adhere to the recording and reporting requirements of FINTRAC.
- **Self-Exclusion Forms** – If you have difficulty gaming in a responsible manner, all casinos offer a self-exclusion program. You will be required to complete and sign a self-exclusion form, which will specify the amount of time you wish to be excluded, not just from GBH but from all gaming premises in Ontario (including slot/racetrack, charity casinos and resort casinos such as Casino Rama, Casinos of Niagara and Windsor Casinos). If you sign the self-exclusion form, all gaming premises in Ontario will use their best efforts to deny you entry if you attempt to enter a facility after you self-exclude. We will also remove your name from our mailing list and ensure that you do not receive invitations to parties and events. The form requires that you disclose your name, address, date of birth, and a piece of ID and that you allow us to take a photograph of you. This information is shared with all gaming premises in Ontario in order to enforce the voluntary self-exclusion program.
- **Security Incidents** – Details of security incidents, such as assaults, thefts, drunkenness or disorderly conduct etc. are recorded. If you are involved in or witness a security incident, you may be asked to provide us with your name, address and telephone number.
- **Health and Safety** – If you or a family member become ill or are involved in an accident while visiting GBH, we may ask you to provide us with your contact information and health history. Other information may be documented depending on the nature of the medical or accident.

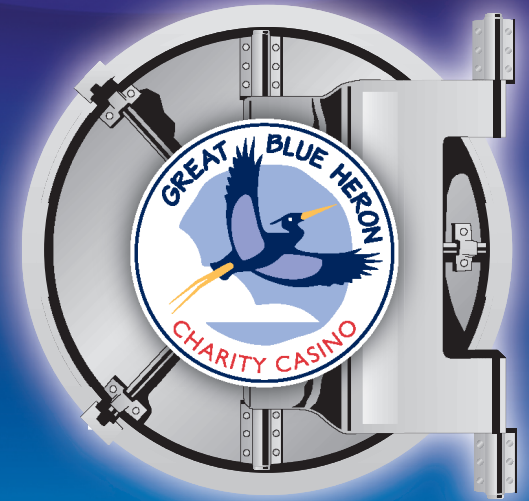
# Protecting Your Privacy

## Resolving Your Concerns

Please let us know if you have any questions or concerns and we will do our best to help you. You may contact us by writing:



**The Privacy Committee**  
**Great Blue Heron Charity Casino**  
**21777 Island Road**  
**Port Perry, Ontario**  
**L9L 1B6**  
**Or by e-mail at:**  
**Privacy@gbhcasino.com**



**Great Blue Heron**  
**Patron Privacy Statement**

## Your Privacy

Your privacy is important to us! The Great Blue Heron Casino (GBH) is committed to respecting your privacy through the protection of your Personal Information.

- **Purpose and Consent:** Before collecting your Personal Information, or at the time of collection, we will explain to you the purpose of collecting it and obtain your consent.
- **Limiting Collection:** Our collection of Personal Information is limited to what is reasonable under the circumstances and your information will be used only for the purpose for which it is collected.
- **Security:** Your Personal Information is kept confidential and secure and is not disclosed to anyone outside our group of companies without your consent, unless required by law.
- **Access:** You have the right to access your own Personal Information, and to correct any inaccuracies.

## What Is Personal Information?

Personal Information is broadly defined as information about an identifiable individual. Data we collect with personal identifiers removed, so that it is impossible to determine the identity of the person to whom the information relates is not considered personal information.

What Personal Information do we collect, and why?

Personal information we collect may be in person, over the telephone, by fax, by mail or through the internet.

In general, we collect your personal information in order to identify you, to provide you with services, promotions, giveaways, establish and maintain a relationship with you, assist in a medical situation, protect against error and fraud, to administer the self-exclusion program and to ensure we operate our gaming facility in a legally responsible manner.

Your personal information may be used to create statistics about our business. These statistics do not contain any information that could identify you personally.

## Examples of common types of personal information we may ask you to provide are:

- Name
- Mailing address
- E-mail address
- Telephone number(s)
- Date of Birth
- Retail Transaction Detail
- Trip History
- Personal Interests/Occupation
- Information pertaining to investigations
- Valid Government Photo ID reference numbers (except Health Card)
- Medical Information (if you require first aid)
- Photographs/Video Images
- Gender

## Giving Consent

The cornerstone to protecting your privacy is consent. We will only collect, use, and disclose your Personal Information with your consent, except where otherwise required by law.

It is always your choice whether or not you provide us with your Personal Information. However, a decision to withhold Personal Information may restrict or prevent us from offering some services to you or from completing a financial transaction.

## Withdrawing Consent

You may withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice. If you withdraw your consent, we will inform you of the implications of such withdrawal. To withdraw your consent, simply contact us in writing and advise us of what Personal Information you no longer wish us to use.

## Accessing and Changing Your Personal Information:

You may access and verify your Personal Information and find out to whom we have disclosed it. At the time of your request, we will need specific information from you to verify your identity, before we can provide you with the Personal Information we hold.

There may be instances when we will not be able to provide you with the Personal Information that you request. Examples are if the Personal Information:

- Contains references to other persons
- Has already been destroyed due to legal requirements or because we no longer needed it for our purposes
- Is subject to solicitor-client or litigation privilege
- Cannot be disclosed for legal reasons

We are committed to maintaining the accuracy of your Personal Information for as long as it is being used for the purposes we have identified. To help us keep your Personal Information up-to-date, we encourage you to notify us of inaccuracies or corrections as often as you wish. Basic information changes, such as your address or telephone number, can usually be completed during your visit to the GBH. Any other inquiries should be addressed in writing to the Privacy Committee.

## To Whom does GBH Disclose Personal Information To and Why?

In limited circumstances, we may share your personal information with other parties (i.e. credit card processing, direct mail). This is done to administer the delivery of products or services to you, or where required by law (i.e. The Proceeds of Crime (Money Laundering) and Terrorist Financing Act).

Your personal information will not be sold to any organization for any purpose.

## Consent and Opt-Out of Direct Marketing

In general, GBH seeks consent to use your personal information for promotional purposes.

We may inform you about promotions or services by mail, or other means. If you do not wish to receive direct marketing information, please visit our Rapid Rewards Players Club and inform any of our hosts of your decision. Your personal information will not be used or disclosed without your consent, except where required to do so by law.

## GBH may request and collect your Personal Information through the following ways:

- **Age Verifiers** – Security Officers that are posted at our front entrance may exercise the right to swipe your identification (ID) through the age verifier in order to confirm your age and/or ensure that your identification has not been tampered with or altered. The age verifier displays your date or birth or age, and can recognize identification that has been tampered with or altered. Information is not permanently retained in an age verifier and will not be shared without your consent. However, if still available, there are matters where law enforcement, O.P.P. Officers or Regional Police Forces, will request this information as a matter of criminal investigation.
- **Identification (ID) Verification** – GBH is required to verify the photo ID of any patron who appears under 30, to ensure that no one under 19 is permitted entry. The legal age in Ontario to enter a casino and/or consume alcoholic beverages is 19.

Prior to issuing a Rapid Rewards Card or as a requirement for redeeming any points accumulated on your card, GBH is required to obtain valid government issued photo identification. This requirement protects you from having someone else redeeming your points, should you lose or misplace your card.

- GBH has a responsibility under provincial and federal laws to verify valid government issued photo ID and to record certain information from your ID, such as, name, date of birth, address, type of ID and ID reference number, for certain transactions. These transactions include foreign exchange transactions of \$3,000 or more Canadian equivalent and cash transactions of \$10,000 or more.
- **Photography** – To protect your privacy, photography is prohibited on the gaming floor. The only exceptions to this prohibition are photographs of jackpot winners, who consent in writing to their picture being taken. Except for your spouse or significant other, no other patrons will be included in the photographs. With the permission of the Alcohol and Gaming Commission of Ontario (AGCO), GBH may also take photographs on the gaming floor for publicity purposes and advertising campaigns. In these cases, only actors are used in the photographs, and clearly visible signage is posted to advise our patrons of the photo shoot.
- **Video Surveillance** – In order to comply with the AGCO's Gaming Control Act and its Regulations, GBH is required to have surveillance systems that monitor all gaming and sensitive areas of the casino. Video surveillance cameras are used to protect GBH, its patrons and employees against potential violations of criminal and/or civil laws. Surveillance camera output is strictly controlled and monitored by GBH surveillance employees, certain authorized officers or directors, Ontario Provincial Police and regulatory authorities in a protected and secure room.
- **Facial Recognition Technology** – GBH will utilize facial recognition technology for the purposes of detecting self-excluded individuals who attempt to gain entry to our premises. If detected, GBH security and the Ontario Provincial Police will be notified.