

Red Mile values customers like you and respects your privacy. The Privacy Policy pertains to Red Mile and the Red Mile website. Red Mile does not sell, trade or rent any personal or non-personal information to outside unauthorized parties.

Collection of Personal Information

Red Mile collects the personal information you provide voluntarily at Red Mile and the Red Mile website. This also includes information provided by postal mail, telephone, email, [Facebook](#), [Twitter](#) and other means. Personal information collected through the Red Mile website may include your name, date of birth, postal address, email address, telephone number, fax number and gender. Confidential Personal Information, such as credit card information, gaming activity, hotel reservations, driver's license and driver's license expiration date is also collected.

Collection of Non-Personal Information

Web browsers or authorized third party services associated with Red Mile may collect non-personal information pertaining to your visit(s) to Red Mile website. The non-personal information may include a unique identifier assigned to your server, internet connection, geographic location or movement within the Red Mile website. Non-personal information is gathered to generate statistics about visitors on the Red Mile website.

The Red Mile website utilizes "cookie" technology. A cookie (also known as a tracking cookie, browser cookie, and HTTP cookie) is a small piece of text stored on a user's computer by a web browser. The Red Mile website uses cookies to collect website statistic data, such as web pages visited, downloaded material, your internet provider's domain name and country, and the addresses of websites immediately visited before and after visiting the Red Mile website. When the situation permits, non-personal information may be linked to personal information.

Marketing Purposes

Personal information and non-personal information may be used for Red Mile marketing purposes. Marketing purposes includes notifying you of promotions, offers and events via postal mail, email, telephone, Facebook, Twitter and other means. Red Mile reserves the right to share your personal and non-personal information to authorized third party services associated with Red Mile and the Red Mile website; however, Red Mile does not permit the use of confidential personal information for marketing purposes.

Non-Marketing Purposes

Red Mile and the Red Mile website may use your personal information, including confidential personal information, to respond to inquiries, comments or complaints, processing and fulfilling of hotel reservations and Players Club memberships.

Opt-Out Instructions

By deleting your recent internet cookies or configuring your web browser to reject the use of cookie data, you opt-out from Red Mile collecting your non-personal information. You reserve the right to opt-out of the use of your personal information for marketing purposes by notifying Red Mile. Please call (859) 255-0752, or write to:

1101 Winbak Way
Lexington, KY 40504

Persons under Ages 21

Red Mile and the Red Mile website are intended for those 21 years of age and older. We reserve the right to verify your age at any time, for any reason, and may refuse admittance or service to a person who does not have a valid government pictured identification at any time while at Red Mile.

Privacy Policy Revisions

Red Mile reserves the right to revise this Privacy Policy at any time without notice. Revisions made to the Privacy Policy will only apply prospectively to personal information or non-personal information collected or modified after the effective date of the revised policy. If you have any questions regarding the Privacy Policy, please contact Red Mile.