

Category	What We Collect	How We Collect It	Why We Collect It	With Whom We Share It	How Long We Retain It
Identifiers	Name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, or other similar identifiers.	Collected online or offline when you directly provide it to us, through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	Name, signature, address, telephone number, credit card number, debit card number, or any other financial information. (Some personal information included in this category may overlap with other categories.)	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Protected classification characteristics under California or federal law	Age, race, physical or mental disability, gender, veteran or military status. ¹	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Commercial information	Products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Biometric information	Physiological, behavioral, and biological characteristics.	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Internet or other similar network activity	Information on a customer’s interaction with our services including websites, applications, or advertisements.	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Geolocation data		Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Sensory data	Audio, electronic, visual, or similar information.	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Professional or employment-related information	Current or past job history	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Non-public education information	Education records directly related to a student maintained by an educational institution.	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Inferences drawn from other personal information	Inferences used to create pProfile reflecting a person’s preferences, predispositions, behavior, and attitudes.	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.
Sensitive personal information	Account log-in information, geolocation information, and biometric information.	Collected online or offline when you directly provide it to us, by visiting Hollywood Park or through your use of our services, or from third parties.	We collect this information for the purposes listed in the Why We Collect Personal Information section above.	Shared with our affiliates, subsidiaries, partners, sponsors, vendors, and service providers as described in the Sharing Personal Information section above.	We may retain this information for as long as necessary for the purposes for which the information was first collected and any other business purpose, including, but not limited to, legal, archival, accounting, and/or audit purposes.