

Privacy Notice

Bluegreen, on behalf of itself, its subsidiaries, and its affiliates (collectively “Bluegreen”) recognizes the growing concern that our customers have about the privacy and security of their nonpublic personal financial information (“Information”). We are determined to keep you informed as to how we may use and share the Information that you provide to us, and to keep this Information secure. Pursuant to federal law, this notice explains how we protect, disclose, and share your Information. This notice also explains how you may instruct us to limit the disclosure of Information about you.

I. Information We Collect and May Share

The Information we collect about you comes from the following sources:

- Information we receive from you on applications or other forms, such as name, address, Social Security Number, telephone number, occupation, assets and income;
- Information about your transactions with us, our affiliates, or nonaffiliated third parties, such as account balances, payment history and account activity;
- Information we receive from a consumer reporting agencies, such as your credit bureau reports and other information relating to your credit worthiness; and
- Information we receive about you from other sources, such as your employer and other third parties.

II. We may share any of the above Information that we collect with our affiliates, third party service providers, and nonaffiliated third parties as described below.

A. Sharing Information with Affiliates

We may share your Information, in whole or in part, with our affiliates as permitted by law. The law allows us to share with our affiliates any information about our transactions or experiences with you.

B. Sharing Information with Third Party Service Providers.

We may share your Information, in whole or in part, with the following third party service providers: (i) companies that provide marketing and sales services on our behalf; (ii) companies that process and service your accounts; and (iii) companies that help us to protect and secure your Information and the confidentiality of our records. All of these third party service providers have contractual obligations with us to maintain the confidentiality of your Information. Additionally, these third party service providers are only permitted to use your Information for the purposes specified by us, or our affiliates, or as allowed by law.

C. Disclosing Information to Nonaffiliated Third Parties

We may disclose your Information, in whole or in part, to the following types of nonaffiliated third parties: (i) companies with whom we have joint marketing agreements; (ii) non-financial organizations, such as direct marketing companies and consumer reporting agencies; (iii) financial service providers, such as companies engaged in banking, credit card business and consumer finance; and (iv) others, such as non-profit organizations.

D. Other circumstances in which we may share your Information

We may share your Information when you specifically request it or give us permission to do so. We may also share your Information when we suspect criminal or fraudulent activity, and when we are required by law, such as when we receive a subpoena or a court order. We may also share your Information in the event that we sell a particular line of business or a portion thereof.

III. Safeguarding Information

We maintain physical, electronic and procedural safeguards that seek to comply with federal standards to protect your Information. We also restrict access to your Information to only those Bluegreen employees, affiliates and service providers that need to know such information in order to provide products or services to you or to us. Third parties who have access to Information must agree to follow appropriate standards of security and confidentiality. We train people who work for us on how to properly handle Information and we restrict access to it.

IV. Maintaining Accurate Information

We work hard to maintain accurate records, and welcome the opportunity to make appropriate changes when asked. Please let us know if there is incorrect information in any statement or other communication that you receive from us.

V. Miscellaneous

We reserve the right to change this notice at any time, and we will inform you of any material changes as required by law. This notice is being provided in accordance with applicable federal law. It is neither intended to be, nor should it be deemed to constitute, an offer of agreement of any kind on our part, or impose any duty or obligation of any kind upon us, except as, and to the extent expressly required, by law.

VI. Opting Out of the Sharing of Your Information

You may direct us to limit the disclosure of Information about you that we share with nonaffiliated third parties by filling out the Bluegreen Privacy Notice Opt-Out Request Form below and checking the box. If you select this opt-out choice, we will not disclose your Information to those nonaffiliated third parties set forth in paragraph II.C., however, we may still disclose your personal information to third parties: (i) that perform marketing or other services on our behalf; (ii) as permitted by law, such as to service providers; and (iii) to protect against fraud, and to protect the security or confidentiality of our records.



Once you have filled out the Request Form, please detach it at the dotted line, place it into a envelope, attach proper postage, and mail it to:

Bluegreen Corporation
Attn: Privacy Notice Opt-Out Request
4960 Conference Way North, Suite 100
Boca Raton, Florida 33431-3311

Please allow approximately 30 to 60 days from our receipt of your Privacy Notice Opt-Out Request Form for it to become effective. Your privacy instructions and any previous privacy instructions will remain in effect until you request a change. Please also note that if you have applied jointly for financing in connection with any financial transactions with Bluegreen, your preference will apply to all individuals on the account or application.

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BLUEGREEN PRIVACY NOTICE OPT-OUT REQUEST FORM

Please do not disclose non-public personal financial information about me to any nonaffiliated third parties, except as permitted or required by law.

Name: _____

Address: _____

Bluegreen Account No.: _____

Mail to: Bluegreen Corporation
Attn: Privacy Notice Opt-Out Request
4960 Conference Way North, Suite 100
Boca Raton, Florida 33431-3311

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Your California Privacy Rights

Effective January 1, 2005, California Civil Code Section 1798.83 permits Bluegreen customers who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please write to us at:

Bluegreen Corporation
Attention: California Privacy Rights Information Request
4960 Conference Way North, Suite 100
Boca Raton, Florida 33480