



ROCKEFELLER CENTER®

Privacy Policy

Rockefeller Center takes seriously the issue of safeguarding your privacy on-line. This Privacy Policy outlines the information we collect and how it will be used to better serve you. By using this site, www.rockefellercenter.com (the "Site"), you agree to the collection and use of your information by us in accordance with this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Site.

Who is Rockefeller Center?

The www.rockefellercenter.com web site is owned jointly by Rockefeller Group, Inc. (RGI) and Tishman Speyer Properties L.P. ("TSP"). The data collected on the Site, however, belongs exclusively to TSP and TSP is solely responsible for creating and maintaining this policy. If you have any questions or comments, you can reach us online at webmaster@tishmanspeyer.com or offline at Webmaster c/o Tishman Speyer Properties 45 Rockefeller Plaza, New York, NY 10111.

Information We Collect

"Personally identifiable information" refers to information that directly identifies you, such as your name, postal address, telephone number and e-mail address.

"Non-personally identifiable information" refers to information that does not identify you but which can be used to track certain internet conduct. For instance, your computer's IP address or your web browser's identity may all be used to collect information about how the Site is used without identifying your name or other personally identifiable information.

It is possible to link non-personally identifiable information to individual names. TSP does not collect personally identifiable information in this manner except as may be necessary to investigate illegal conduct or violations of the Terms and Conditions governing this Site, to assist law enforcement agencies, or as otherwise required by us under law.

We will collect personally identifiable information from you when you actively give us the information such as when you fill out online registration forms or enter sweepstakes or contests. We do not use cookies or other passive means to collect personally identifiable information.

We may also collect "non-personally identifiable information" such as your Web site browsing patterns, IP address, what pages of our site you visit, how much time is spent on those pages, or demographic information. We collect non-personally identifiable information from you by "passive" means, often through the use of cookies.

How We Use This Information

TSP uses your personally identifiable information and non-personally identifiable information in the following ways:

Non-personally identifiable information. We track non-personally identifiable information for internal purposes and to help us interact with visitors to the Site. We may also share non-personally identifiable information in aggregate form with third parties to illustrate trends and patterns.

We do not use your non-personally identifiable information in any manner that would allow us to identify your personally identifiable information about you. Please note, however, that once you provide us with personally identifiable information, we may combine this personally identifiable information with your non-personally identifiable information in order to better serve your needs.

Non-personally identifiable information is collected through a variety of methods including the use of cookies. A cookie is a small amount of data, which often includes an anonymous unique identifier, that is sent to your browser from a web site's computers and stored on your computer's hard drive. Each web site can send its own cookie to your browser's preferences allow it, but (to protect your privacy) your browser only permits a web site to access the cookies it has already sent to you, not the the cookies sent to you by other sites.

Personally identifiable information. TSP uses personally identifiable information to respond to specific inquiries as well as in order to provide you with information about products and services (from us as well as third parties) we think may be of interest to you.

With Whom Do We Share This Information

TSP shares your information in limited ways. First, we share your information with certain third parties who help us with fulfillment of site administration. These parties are contractually obligated to use this information for the sole purposes of assisting us with a specific project.

We may also use this information to send you information about TSP's products and services we think may be of interest to you, such as information about events and happenings in and around Rockefeller Center, as well as information from other tenants of Rockefeller Center.

In addition, TSP reserves the right to use both your personally identifiable information and your non-personally identifiable information in order to investigate any claim or suspicion that you have or may have violated the Terms and Conditions governing this Site, to assist with law enforcement investigations, or as otherwise required by law.

Can You Limit How We Use The Information?

Yes. TSP recognizes that our customers are very busy and do not want to receive information unless it is truly relevant to their business. We therefore limit the frequency of e-mails we send and on whose behalf we send them to those that are the most likely to interest the greatest number of tenants. We encourage you to take advantage of this opportunity especially since if you change your mind at any time in the future, you can opt-out of receiving additional information and offers by simply e-mailing us at webmaster@tishmanspeyer.com. To make it even more simple, any promotional e-mail from TSP will include opt-out information. Please note that changes to your preferences may not be effective immediately.

No Limit on Sale of TSP Assets

This policy does not apply to disclosure of either your personally identifiable information or non-personally identifiable information that we may sell in the event that we sell all or part of the assets known as Rockefeller Center to a third party. In the event of such a transaction, the buyer of this data would be required to honor the terms of this policy until



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such time as you were notified otherwise and given an opportunity to revoke your consent. Additionally, none of the limitations in this policy apply in the event that we sell a portion of our interest in Rockefeller Center to a new partner who may have access to this data subject to the other limitations herein.

Changes to the Privacy Policy

We reserve the right to change the terms of this Privacy Policy. You will note that the Privacy Policy page will include a date clearly indicating when this policy was last revised. You should check this page at regular intervals to see whether the terms of this Privacy Policy has changed. Your continued use of the Site following any changes to the Privacy Policy will constitute your acceptance of such changes.

Links

The Site may contain links to other sites, including, among others, those of tenants of Rockefeller Center, advertisers, other third parties and companies whose trademarks may appear on the Site. We are not responsible for the information collection practices or the content of the sites to which we link.

Security

Protecting your information is important to us. We use the industry standard technology to protect the security of your information. Unfortunately, no data transmission over the internet can be guaranteed to be 100% secure. As a result, while we are committed to protecting your information, we cannot ensure or warrant the security of any information you transmit to us.

We also take reasonable precautions that the data we collect is accessible by only those employees with a need to know basis and may not otherwise be reviewed.

Under 18

We do not knowingly or intentionally collect any personal information from, or market to individuals, under the age of 18. If a child you know of has provided us with personally identifiable information, please contact us

immediately so that we may identify the information that needs to be removed.

Problems or Complaints

If you believe that there has been a violation of the terms of this policy, please contact us at privacymanager@tishmanspeyer.com. We will investigate and take appropriate action, and report back to you within a reasonable period of time.

Updating Your Personally Identifiable Information and Access

If you wish to update the personally identifiable information we have collected about you, please email webmaster@tishmanspeyer.com with the new information.

2. If you wish to review the data we have on file about you, please send a written request with a check payable to Tishman Speyer Properties L.P. for \$15 (handling fee) to Webmaster c/o Tishman Speyer Properties, 45 Rockefeller Plaza, New York, NY 10111.