

## **Baldwin EMC Privacy Notice**

Baldwin County Electric Membership Corporation and its affiliates and subsidiaries (collectively, “Baldwin EMC”) respects your concerns about privacy. This Privacy Notice describes the types of personal information we collect, how we use the information, with whom we may share it and the choices available to you regarding our use of the information. We also describe measures we take to protect the security of the information and how you can contact us about our privacy practices.

This Privacy Notice applies to all the products and services offered by Baldwin EMC (including on our website (“Site”) and our mobile application (“App”) (collectively, the “Services”).

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### **Information We Obtain**

We obtain personal information about you in various ways, such as when you apply for or become a member and use our Services. We also may obtain personal information about you offline, such as when you call, mail or fax us.

The types of personal information we may obtain include:

- Contact information, such as your name, telephone number, fax number, postal address and email address;
- Other information you provide in connection with your application for electric service, such as your Social Security number, driver’s license number, employer name and address, emergency contact information, and information about your residence (including the property address, residence or building type, meter information, and landlord information if applicable);

- Billing and account information, such as account number, transaction history, energy consumption and use data; billing address, bank account information, and payment card information (such as credit or debit card number, expiration date and security code);
- Login credentials for the Site (such as username and password);
- Details you provide through surveys (such as our member satisfaction surveys);
- Demographic information such as age;
- Social media information, such as social media handles, content and other data shared with us through social media pages (such as our social media pages, other pages accessible to us, or when you log in to the outage center using your social media account);
- Geolocation information;
- Video and audio information, such as images, video and audio that may be collected or processed through our security cameras, closed-circuit television, recorded phone lines and other technologies, where permitted by law; and
- Other information you choose to provide, such as through our “Live Chat” feature, Outage Center, emails, text messages, phone calls or other customer support tools.

### ***Automated Collection of Information***

When you visit our Site, we may obtain certain information by automated means, such as cookies, web beacons, web server logs and other technologies. A “cookie” is a text file that websites send to a visitor’s computer or other internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. A “web beacon,” also known as an internet tag, pixel tag or clear GIF, links web pages to web servers and cookies and may be used to transmit information collected through cookies back to a web server. The information we collect in this manner may include your device IP address, domain name, unique device identifier, web browser characteristics, device characteristics, operating system, language preferences, referring URLs, clickstream data and dates, times and durations of website visits.

When you use our App, we also may collect certain information by automated means, such as through device logs, server logs and other technologies. The information we collect in this manner may include the device type used, the mobile operating system, device identifiers and similar unique identifiers, device settings and configurations, IP addresses, battery and signal strength, mobile network information, usage statistics, referring emails and web addresses, dates and times of usage, screens visited, actions taken on the App and other information regarding use of the App.

We may use these automated technologies on our Services to collect information about your equipment, browsing actions and usage patterns. These technologies help us (1) remember your information so you do not have to re-enter it; (2) track and understand how you use and interact with our Services; (3) tailor the Services around your preferences; (4) measure the usability of our Services and the effectiveness of our communications; and (5) otherwise manage and enhance our products and services (including the Services), and help ensure they are working properly.

Your browser may tell you how to be notified about certain types of automated collection technologies and how to restrict or disable them. Please note, however, that without these technologies, you may not be able to use all of the features of our Services. For mobile devices, you can manage how your device and browser share certain device data by adjusting the privacy and security settings on your mobile device.

In addition, as indicated above, we may collect your device's geolocation information. With your permission, we may receive the precise geolocation and other location information of your device through GPS, Bluetooth and WiFi signals and other technologies. Your device may provide you with a notification when the App attempts to collect your precise geolocation. Please note that if you decline to allow the App to collect your precise geolocation, you may not be able to use all the App's features or the offers available through the App.

### **How We Use the Information We Obtain**

We may use the personal information we obtain to:

- Provide our products and services;
- Establish, manage and administer access to accounts;
- Process individual, joint, partnership, corporate, government agency and other membership applications;
- Process and fulfill transactions, provide you with your utility usage data and manage billing in connection with our products and services;
- Communicate with you, including providing you with offers and other communications about our products and services and responding to your requests and inquiries;
- Handle outages and provide member support;
- Verify your identity;
- Personalize your experience on our Services;
- Administer participation in surveys or other programs;
- Deliver content specific to your interests;
- Advertise and market our Services;
- Manage career opportunities with us, including for recruitment purposes, candidate screening and evaluation and employee onboarding;
- Operate, evaluate and improve our business and Services (including developing new products and services; enhancing, improving and analyzing our Services; managing our communications; analyzing our member base, Site and App; performing data analytics and market research; and performing accounting, auditing and other internal functions);
- Maintain and enhance the safety and security of our Site and App, products and services and prevent misuse;
- Exercise our rights and remedies and defend against legal claims;
- Protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- Comply with and enforce applicable legal requirements, relevant industry standards and Baldwin EMC policies.

We also may use the information in other ways for which we provide specific notice at the time of collection.

### ***Third-Party Analytics Services***

We may use third-party analytics services on our Services, such as Google Analytics. The information we obtain through the Services may be disclosed to or collected directly by these services. To learn more about Google Analytics, please visit <https://www.google.com/policies/privacy/partners/>.

### ***Interest-Based Advertising***

On our Services, we may obtain information about your online activities to provide you with advertising about products and services that may be tailored to your interests. This section of our Privacy Notice provides details and explains how to exercise certain choices.

You may see our ads on other websites because we use third-party ad services. Through these ad services, we can target our messaging to users considering demographic data, users' inferred interests and browsing context. These services track your online activities over time and across multiple websites and apps by collecting information through automated means, including through the use of cookies, web server logs, web beacons and other similar technologies. The ad services use this information to show you ads that may be tailored to your individual interests. The information ad services may collect includes data about your visits to websites that serve Baldwin EMC advertisements, such as the pages or ads you view and the actions you take on the websites or apps. This data collection takes place both on our Services and on third-party websites and apps that participate in these ad services. This process also helps us track the effectiveness of our marketing efforts.

To learn how to opt out of interest-based advertising in the U.S., please visit [www.aboutads.info/choices](http://www.aboutads.info/choices), <http://www.networkadvertising.org/choices/>, and <http://preferences-mgr.truste.com/>.

The Services are not designed to respond to "do not track" signals from browsers.

### **Information We Share**

We may share the information we obtain about you with our affiliates and subsidiaries and with our joint marketing partners. We also may share the information we obtain about you with third-party vendors and other entities to perform services on our behalf, such as website hosting, data analytics, advertising, live chat functionality, payment processing and other services.

We also may disclose personal information (1) if we are required to do so by law or legal process (such as a court order or subpoena); (2) in response to requests by government agencies, such as law enforcement authorities; (3) to establish, exercise or defend our legal rights; (4) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss;

(5) in connection with an investigation of suspected or actual illegal activity or (6) otherwise with your consent or as directed by your representative.

We reserve the right to transfer any personal information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a merger, acquisition, joint venture, reorganization, divestiture, dissolution or liquidation).

## **Your Rights and Choices**

We offer you certain choices in connection with the personal information we collect from you. To update your preferences, limit the communications you receive from us, or submit a request, please contact us as indicated in the [How To Contact Us](#) section of this Privacy Notice. You can also unsubscribe from our marketing emails by following the “Unsubscribe” link in our emails.

If you are a Baldwin EMC member, you may update certain of your account details and settings by logging into your account on our Services.

## **How We Protect Personal Information**

We maintain administrative, technical and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorized access, destruction, loss, alteration, disclosure or use.

## **Children’s Privacy**

Our Services are designed for a general audience and are not directed to children. In connection with the Services, we do not knowingly solicit or collect personal information from children under the age of 13 without parental consent. If we learn that we have collected personal information from a child under age 13 without parental consent, we will either seek parental consent or promptly delete that information. If you believe that a child under age 13 may have provided us with personal information without parental consent, please contact us as specified in the [How To Contact Us](#) section of this Privacy Notice.

## **Links to Third-Party Services and Features**

For your convenience and information, our Services may provide links to other online services, and may include third-party features such as apps, tools, widgets and plug-ins. These online services and third-party features may operate independently from us. The privacy practices of the relevant third parties, including details on the information they may collect about you, are subject to the privacy statements of these parties, which we strongly suggest you review. To the extent any linked online services or third-party features are not owned or controlled by Baldwin EMC, we are not responsible for these third parties’ information practices.

## **Updates to Our Privacy Notice**

We may update this Privacy Notice from time to time and without prior notice to you to reflect changes in our personal information practices. We will indicate at the top of the notice when it was most recently updated.

### **How to Contact Us**

You can update your preferences, ask us to remove your information from our mailing lists, submit a request or ask us questions about this Privacy Notice by submitting a request on the [Contact Us](#) page of the Site, calling us at (251) 989-6247 or writing to us at:

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