United Power Privacy Statement

Overview

Protecting your personal information is a priority for United Power, which is why we employ administrative, technical, and physical safeguards to protect the privacy and security of the information we collect and retain about you. This privacy statement summarizes United Power's data protection and privacy practices, including:

- how we collect, use, share, and protect the personal information that we collect from and about you when you use our products and services, communicate with us, or visit our websites or social media,
- your options regarding how United Power collects, uses, and shares your personal information, and
- how you can access and request changes to the information we retain about you.

Information We Collect

In the normal course of business and in order to service our members, United Power collects both personal information and non-personal information on new and existing members, website visitors, suppliers, vendors, and other third parties.

United Power may obtain information about you through several means, including:

- phone, fax, email, and other means by which you communicate with us,
- United Power websites, social media pages, and mobile applications,
- surveys, contests, and promotions, and
- our service providers and other third parties.

The information we collect about you may include:

Personal information, such as:

- contact information (e.g., name, postal address, email, or phone number),
- usernames, IDs, and passwords for accounts you may establish on our website(s),
- financial and banking information,
- certification of a medical condition or emergency as described United Power, Inc. Rules and Regulations
- Social Security number, or
- driver's license or other state identification number.

Account information, such as:

- service address,
- energy consumption data,
- billing and payment history, or
- service history.

Website Tracking

When you visit our websites, United Power may use cookies and other technologies to track details about your visit including the browser you are using, your IP address, the date and time you access the website, and which pages you visit. United Power uses this information to analyze trends, administer our website, and improve your browsing experience.

- *Cookies*: When you visit our websites, our server may create cookies, which are small pieces of data stored on your device that are used to remember information about you and track your website activity. Cookies allow websites to operate more efficiently and can improve your browsing experience. The data we collect using cookies is not tied to your personal information and is only used in an aggregated form. Many popular browsers allow you to disable our usage of cookies. Please note that if you set your device preferences to disable usage of cookies, certain website features and content may not be available to you.
- *Log data*: When you visit our websites, our server may record information about your visit called log data. This may include your IP address and device ID, dates and times of actions you take on the website, information transferred during your visit, and information regarding any errors or functionality problems that you might have experienced. Log data assists with improving system performance and providing website visitors with localized, relevant content.
- *Web Forms*: When you visit our websites, you may be prompted to complete a web form. These forms may require you to provide personal or contact information. The information collected using web forms is used only to carry out the transactions you have requested or authorized and will not be shared with other parties.
- *Google Analytics*: United Power websites may use Google Analytics to record traffic-related information and how you interact with our website. The data collected through Google Analytics allows us to gain insight into how users find and use websites and aids us in evaluating and improving content and website performance. To learn more about how Google technologies process and collect data, or to opt out, review Google's Privacy and Terms.

How Your Information is Used

United Power uses the information we collect to identify you, to establish, manage, and service your account, to facilitate payment, to communicate with you, and to respond to any questions and comments we receive from you. We also use this information to operate, evaluate, and improve our customer service, to protect against fraud, and to comply with legal requirements. Internal access to and disclosure of the information we retain about you is restricted to those with a legitimate business need.

Sharing Your Information

Your privacy is very important to us. United Power does not sell your personal information for financial gain, nor do we share, trade, or otherwise transfer it to third parties who intend to use it to market their services and products.

There are limited circumstances in which we may share information about you including:

- when required by federal or state law, subpoena, or court order,
- for referral of past due accounts for payment collection,
- to investigate, prevent, or act on suspected or known illegal activities or interference with our operations,
- for transfer of service rights to another utility provider, and
- with trusted third parties who help us conduct business, pursuant to our privacy practices.

As a member, you may receive SMS messages from United Power for critical account-related communications. You also have the option to opt in to receive additional reminders and updates. United Power will never sell, rent, or share your mobile opt in status, phone number, or any other information with third parties for marketing purposes. Your information is used only to deliver critical account communications and any optional

messaging services you have opted in to. See SMS Terms & Conditions for more information.

United Power reserves the right to share any aggregated information (i.e., non-personal information) with any third parties for any reason, unless prohibited by law.

Accessing and Updating Your Information

General

If you wish to inquire about the personal information that you have previously provided us, or request that certain information be updated, corrected, or deleted, please contact United Power using the information below:

- Physical or Postal Address: United Power, Inc., 500 Cooperative Way, Brighton, CO 80603
- Telephone: 303-637-1300

We will make every effort to respond to your requests in a timely manner.

SmartHub

As a member, you have the option to create a SmartHub account. Within SmartHub, you can pay bills, manage registered accounts, view billing history, report outages or streetlight repairs, view your usage, or submit a general inquiry. You may also manage and update your information within SmartHub, via *My Information*, accessible under the *My Profile* dropdown. From the *My Information* screen, you can:

- update your login email or password,
- manage your registered accounts,
- request an update to your billing address and contact information,
- manage your stored payment accounts,
- update your security phrase, and
- update your paperless settings.

It is your responsibility to provide us with complete and accurate information. If you opt not to create a SmartHub account, your service will not be impacted. If you have any additional questions regarding your account or the information maintained in SmartHub, please contact us at 303-637-1300. For more information about the information collected through SmartHub, you may review our SmartHub Privacy Notice.

How We Protect Your Information

United Power is committed to protecting your personal information. We employ administrative, technical, and physical safeguards to protect the information we retain about you.

No transmission of information on the Internet is entirely secure, and therefore United Power cannot guarantee the security of the information that you choose to provide to us electronically.

You are responsible for any usernames or passwords that you use to access our online services. To protect the confidentiality of this information, we encourage you to use a unique username and password for each online account, to not share usernames and passwords, and to log out of your account at the end of your visit to the website.

Third Party Links

United Power's websites may contain links to third-party websites. United Power is not responsible for the content or privacy practices of such websites. We encourage you to use caution and review the privacy statements or policies of each website that you visit for more information.

Children's Privacy

Our websites and services are generally not intended to collect personal information from individuals under the age of 13 ("Children"). United Power does not knowingly solicit personal information or contact information from Children, nor send them requests for personal information without the consent of a parent or guardian. Under no circumstances should information that could be used to personally identify a child under the age of 13 be submitted to our websites or applications or posted to our social media pages. If a parent or legal guardian knows or suspects that United Power has collected such personal information from or about a child, please contact us immediately at 303-637-1300.

Social Media

United Power may interact with registered users of various social media platforms, including but not limited to YouTube, Facebook, X (Twitter), Instagram, and LinkedIn. Any content you post to such social media platforms (e.g., pictures, information, or opinions), as well as any personal information that you otherwise make available to users (including, without limitation, your profile), is subject to the applicable social media platform's terms of use and privacy policies. United Power recommends that you review those terms of use and privacy policies carefully to better understand your rights and obligations regarding any content and personal information you share or make available on social media platforms. In addition, United Power reserves the right to block any user, and delete or edit any post made on the profiles it manages through any social media platform, if such user or post is determined by United Power in its sole discretion to be inappropriate, unprofessional, offensive, or otherwise in violation of United Power's policies.

Revisions to this Privacy Statement

United Power reserves the right to change or update this Privacy Statement at any time in order to reflect, for example, changes to United Power's practices or for other operational, legal, or regulatory reasons. If United Power changes its privacy practices, we will post a revised Privacy Statement on our website. You may want to visit our websites periodically to review the current Privacy Statement and notices. This Privacy Statement is not intended to and does not create any contractual or legal rights in or on behalf of any party.

Contact Information

If you have questions or comments regarding United Power's privacy practices, or would like to update your information or preferences, please call us at **303-637-1300** or contact us by email at memberservices@unitedpower.com. To protect your information, you should not send personal information such as your Social Security number via unencrypted email, as email is not inherently secure.