

Privacy Policy

Effective Date: November 18, 2022

Our Privacy Commitment to You

This Policy applies to our collection and use of personal information. It describes the company's practices regarding the collection, use, disclosure, and sale of personal information when you visit our websites, use our mobile applications and engage with us offline. When you use our sites and services, you consent to our data practices as explained in this Policy.

We may update this Policy from time to time to reflect changes in data practices, our business or the law. When we make changes to this Policy, we will post the updated Policy with the effective date on our websites. **By continuing to use our sites following the posting of our changes, you accept and agree to the updated Policy.**

This Policy does not apply to information we collect about employees, job applicants, and independent contractors (for which we have distinct privacy policies).

We are committed to protecting your personal information. For the purposes of this Policy, personal information means information that identifies, relates to, describes, is reasonably capable of being associated with, or could be reasonably be linked, directly or indirectly, with a particular individual.

What Information We Collect

We collect personal identifiers, financial information, commercial information, internet or other electronic activity information, and information related to our provision of energy services to you, such as energy usage or billing information, as well as inferences drawn from any of the personal information identified above.

We collect personal information for specific business purposes, including providing you with retail and industrial energy services, supporting our energy business, and communicating with our business contacts. We also use your personal information, including your interactions with our site and services for marketing purposes to inform you about additional goods or services that may interest you.

How We May Collect Information

We may use "cookie" technology on our websites. "Cookies" are small text files used by a website to recognize repeat users, facilitate the user's access to and use of the site, and to track behavior on the website pages you visit, among other uses. Our websites may automatically collect cookies and other information, including, but not limited to, your domain name. We may compile aggregate data for statistical purposes in order to improve the content of our websites or to better administer the web pages available on our websites.

Our cookie usage includes, but is not limited to, advertising Cookies. For example, we use Google Analytics to evaluate the use of our websites. Google Analytics uses cookies and other identifiers to collect information, such as how often users visit a website, what pages they visit when they do so, and what other websites they visited prior to visiting a website. We also leverage SessionCam and Liveramp on certain sites, which helps us better understand how you use and interact with our websites. To learn

more about targeted advertising and/or opt out of the automatic collection of information for advertising purposes, please visit <http://www.youradchoices.com>.

How We May Share Your Information

We will not sell, share or make your personal information available to unaffiliated companies for commercial purposes unrelated to the business of the company except as specified in this Policy.

We may share your personal information: (a) with third party service providers that help us run our business, including to provide advertisements, data analytics, or otherwise improve our sites or services; (b) with affiliates in our family of companies; (c) to respond to your requests or inquiries or provide you with a requested service; (d) as required or permitted by law to comply with a subpoena or similar legal process or government request, including to law enforcement agencies, judicial and regulatory authorities; (e) as needed in the event of a merger, acquisition, sale of assets, or any other corporate reorganization; (f) if it is necessary to make good on the Terms of Service Agreement we have entered into with you; (g) to protect the rights of our company, or any other property or personal safety of any other person, including another customer or any member of the public; or (h) to prevent fraud or other illegal activities. We may also share your personal information where we have otherwise obtained your consent.

How We Protect Your Information

We recognize that by utilizing our websites or mobile applications and when otherwise engaging with us offline, you are placing your trust in us. We thank you, and we will take reasonable precautions designed to protect your personal information. We implement and maintain reasonable security measures appropriate to the nature of the personal information that we collect, use, retain, transfer, or otherwise process.

However, data security incidents and breaches can occur due to a variety of factors that cannot reasonably be prevented; therefore, our safeguards may not always be adequate to prevent all breaches of security.

Children

Our products and services are not directed to children under the age of 13. If we discover they have provided us personal information to our websites, we will delete that information.

Privacy Rights

When and if we request an email address from you, you will be given the opportunity to indicate whether or not you wish to receive future email solicitations from us. You may also opt-out of commercial emails at any time by following the opt-out instructions in the email. Separately, from time to time we may send you emails for other reasons, including, but not limited to, servicing your energy account with us.

Depending on where you live, you may have additional privacy rights and choices, including the right to request what specific information we maintain about you, or request that we correct or delete certain information. Please see our state-specific privacy policies for additional information.

Privacy Questions

This website is owned and operated by Brighten Energy. This Privacy Policy has been established to provide you with information concerning our processing, protection and use of your personal information.

We are committed to ensuring that our communications are accessible to people with disabilities. To make accessibility-related requests or report barriers, please contact us at 844-359-1877.

If you have questions about this Policy, please contact us at 844-359-1877, Monday - Friday, 8:00 a.m. - 5:00 p.m. CT or write to us at:

Attn: Compliance Department
6555 Sierra Drive, Irving, TX 75039

If you would like to know what personal information we retain about you or if you wish to have the company change your information because it is out of date or inaccurate, or exercise any other potentially applicable privacy rights, please contact us at 844-359-1877, Monday - Friday, 8:00 a.m. - 5:00 p.m. CT.
