

Social Media Privacy Addendum

Appalachian Electric Cooperative (“AEC”, “us” or “we”) is committed to protecting the privacy of visitors and users of its websites and services. This Social Media Privacy Addendum (“Privacy Addendum”) discloses the security and privacy practices for www.aecoop.org, our mobile sites and other applications (collectively referred to as the “Sites”), and to any business services or practices that display this notice. This Privacy Addendum describes how AEC, collects, protects, secures and uses information we receive from visitors and users of the Sites. This Privacy Addendum is part of AEC’s Administrative and Operational Controls Policy 3160-Privacy and Confidentiality, which together with this Social Media Privacy Addendum govern AEC’s relationship with users in relation to the Sites.

By using the Sites, you are agreeing to the terms of this Privacy Addendum. If you do not agree with this Privacy Addendum or any section of this Privacy Addendum, you should not use the Sites.

1. GENERAL

We may update or change this Privacy Addendum from time to time. Please refer back to this Privacy Addendum regularly. The provisions of this Privacy Addendum supersede all previous notices or statements regarding our privacy practices with respect to the Sites. This Privacy Addendum applies only to information collected through the Sites, including your personal and financial information, as well as images and photographic likenesses. We are not responsible for information collected offline or through any third-party websites (even if affiliated with AEC or linked to by the Sites).

2. THE INFORMATION WE COLLECT

There are two kinds of information that we may obtain about you through the Sites: (A) Anonymous Information and (B) Personally Identifiable Information.

(A) *Anonymous Information*: “Anonymous Information” is data in a form that does not permit direct association with any specific individual. Anonymous Information is aggregate data that websites use to administer their sites and the contents thereon. This Anonymous Information comprises information that cannot be used to identify or contact you, and may include such information as your browser type or your Internet Protocol (IP) address (if not deleted, clipped or anonymized). AEC may from time to time retain third parties to help collect and aggregate Anonymous Information. The following are types of anonymous information that may be collected by us from your use of the Sites:

Device Information. We may collect non-personal information about the computer, mobile device or other device you use to access the Sites, such as IP address, geo-location information, unique device identifiers, browser type, browser language and other transactional information.

Cookie Information. As is the case with many websites and online applications, the Sites use “cookies,” which are small data files that are downloaded onto your computer. The use of cookies is standard on the Internet, and allows us to tailor your visits to our Site to your individual preferences. We also may contract with third-party service providers who assign cookies and/or web beacons to conduct site-tracking for us. These companies use cookies solely to provide us with aggregate data about the Sites’ traffic and use. Although most web browsers automatically accept cookies, you can change your browser to prevent cookies or notify you whenever you are sent a cookie. Even without accepting a cookie, you can still use the features on the Sites.

(B) *Personally Identifiable Information:* “Personally Identifiable Information” or “PII” is any information that personally identifies you, such as your name, email address or your telephone number. Sometimes this personal information is needed when you register for the Sites, subscribe to our email communications, or when you contact us. For example, you may be asked to provide the following information:

Registration Information. If you choose to register or set up an account on the Sites, you must be at least 18 years of age or older. Registration for the Sites requires that you supply certain personal information, including, in most cases, your first and last name, your age, a unique e-mail address, and your mailing address to register, and you will choose a user name and password as part of the registration process.

User-Generated Content and Public Activities (Including Comments). We offer you opportunities to engage in Public Activities on the Sites. “Public Activities” means any actions you take on the Sites that are designed to be visible to other users, including comments or any other items that you submit. Any information you disclose in your Public Activities, along with your screen name or user name, or any image or photo, becomes public and may be used by AEC for online and offline promotional or commercial uses in any and all media. If you choose to engage in Public Activities, any personal information or PII you submit there can be read, collected, or used by other users of these areas, and could be used to send you unsolicited messages. We are not responsible for the Personally Identifiable Information you choose to submit in these areas, and AEC has no responsibility to publish, take down, remove or edit any of your Public Activities or any of your submissions that are a result of your Public Activities. For more information, see our Terms of Use. Public Activities may be included in RSS feeds, APIs and made available to other Web sites via other formats. As a result, your Public Activities may appear on other Web sites, blogs, or feeds, including without limitation on third-party social media sites such as Facebook or Twitter.

Calendar Submissions. When you submit an event for inclusion on the Sites and Services calendars, we request your name and contact information in order to verify information regarding the event you have submitted.

Contests, Sweepstakes and Special Offers. AEC and its third-party service providers collect personal information from you in connection with optional sweepstakes, contests or special offers. If you do not want any of your PII shared, you may always decline to participate in the sweepstakes, contest or special offer.

Email Correspondence. Scattered throughout the Sites are links or forms that can be used to contact the Sites so you can comment, make a complaint, make suggestions and ask questions. Your name, email address, address, and phone number are requested on these forms so we can address our answer in a mannerly way. AEC may put information from email on file, but does not sell or license this information with third parties without express authorization from you.

Mailing Lists. If you choose to sign up for a mailing list(s) via the Sites or Services, you must be at least 18 years of age or older, and you must provide your first and last name, your age, and a unique e-mail address.

Images. AEC reserves the right to post and use images/photos submitted or taken by employees, for the purpose of education or marketing. These images/photos become the property of AEC.

3. HOW WE USE THE INFORMATION WE GATHER ABOUT YOU

(A) *Anonymous Information:* Anonymous Information is used internally for administration of the Sites, troubleshooting, and to help improve the quality of the Sites and their design. We may share such aggregated, non-personally identifiable information, such as demographics, with existing and prospective partners and advertisers. We never connect aggregate information with Personally Identifiable Information, and none of the Anonymous Information we share will contain any information that identifies you individually. We also may use Anonymous Information to customize certain features of the Sites to provide you with an enhanced experienced based on the type of device you are using to access the Sites.

(B) *Personally Identifiable Information:* Personally Identifiable Information collected by AEC may be used for purposes including administration of the Sites, registration, communications with you, and enabling you to participate in polls, contests and message boards. In all cases, however, we will only use your information as permitted by law. In addition, we may from time to time contract with third parties to assist us in maintaining and managing our customer information, or to provide services on our behalf, including e-mail distribution, list processing and analytics or promotions management. We provide these companies only with the information they need to perform their services. In such events, we will require these companies to sign a confidentiality statement, affirming not to retain, share, store or use Personally Identifiable Information for any secondary purposes. We may also disclose Personally Identifiable Information if we are required to do so by law or we in good faith believe that such action is necessary to (i) comply with the law or with legal process; (ii) protect and defend our rights and property; (iii) protect against misuse or unauthorized use of the Sites; or (iv) protect the personal safety or property of our users or the public. Please note we may not provide you with notice prior to disclosure in such cases.

4. EMAIL COMMUNICATIONS AND OPT-OUT

(A) *General and Account-Related E-Mails:* AEC reserves the right to send you e-mails concerning your account status. This includes registration confirmations and other transactional e-mails and notifications about major changes to the Sites.

(B) *Subscriptions*: AEC offers "The Tennessee Magazine," and may offer from time to time other publications by subscription via email and RSS feed through the Sites. If you no longer wish to receive "The Tennessee Magazine" or other publications via email, email us at memberservices@aecoop.org with "Unsubscribe [name of publication]" in the subject line of your email along with your name as it appears on your account, to be removed from our distribution list for the applicable publication.

(C) *Promotional E-mails*: You will be given the right to opt-out of receiving promotional materials about AEC or its affiliates whenever you are asked to provide Personally Identifiable Information on the Sites. If you do not opt-out at that time, but later decide that you do not wish to receive future communications of this nature you can contact us at memberservices@aecoop.org or through the address set forth at the end of this page, indicating that you no longer want to receive information relating to the Sites via e-mail.

5. SECURITY

Security of information communicated by or to us over the Internet is of utmost concern to us; however, no data transmission over the Internet can be guaranteed to be 100% secure. The Sites incorporate reasonable safeguards to protect the security, integrity and privacy of the personal information we have collected. We have put in place reasonable precautions to protect information from loss, misuse and alteration. **Please do not use email to communicate information to us that you consider confidential.** While we strive to protect your personal information, AEC cannot ensure or warrant the security of any information you transmit to us or through the Sites. For further information concerning privacy guidelines, please click [here](#) to preview AEC policy 3160.

6. UPDATES AND CORRECTIONS TO YOUR PII

To request that we remove your PII from our systems, please contact us at the address indicated below. We will attempt to complete your request as promptly as possible. While it is not possible for us to delete all of the information that we have collected from you, any information that remains in our systems after we delete your user name and PII will become and remain anonymous. Any changes will affect only future uses of your PII.

7. DISCLOSURE OF INFORMATION THROUGH REORGANIZATIONS

As we continue to develop, we may merge, sell, or partner with other entities, and in so doing, acquire customer information. In such transactions, user information may be among the transferred assets. Similarly, in the event that a portion of AEC's assets are sold or transferred to a third party, user and visitor information (including Personally Identifiable Information) would likely be one of the transferred business assets.

8. OUR COMMITMENT TO CHILDREN'S PRIVACY

Protecting the privacy of children is very important to us. The Children's Online Privacy and Protection Act of 1998 ("COPPA") defines a "Child" as anyone under the age of 13. AEC

strictly adheres to COPPA. For that reason, we do not collect or maintain information obtained through our Sites from those we actually know are under 13 and we do not knowingly collect or use the personal information of minors for marketing purposes.

9. EXTERNAL LINKS

The Sites may provide links to various websites that we do not control, including without limitation Facebook and Twitter. When you click on one of these links, you will be transferred out of our Sites and connected to the website of the organization or company that you selected. We are not responsible for the nature, quality or accuracy of the content or opinions expressed on such websites, or of the services provided through such websites. Such websites are not investigated, monitored or checked for quality, accuracy or completeness by us. Inclusion of any linked website on the Sites does not imply or express an approval or endorsement of the linked website by us, or of any of the content, opinions, products or services provided on these websites. Even if an affiliation exists between our Sites and a third-party website, we exercise no control over linked sites. Each of these linked sites maintains its own independent privacy and data collection policies and procedures. AEC cannot be responsible for the actions of third parties. If you visit a website that is linked to from our Sites, we encourage you to consult that website's Privacy Addendum before providing any personal information and whenever interacting with any website.

10. CONSENT AND MODIFICATIONS TO PRIVACY STATEMENT

The Sites are controlled, operated and administered entirely within the United States. By using the Sites, you signify your agreement to the terms of this Privacy Addendum. In addition, in the event any site services referred to herein are not yet in existence, this Privacy Addendum shall so apply to such site services if, and when, such site services come into existence. If you do not agree with this Privacy Addendum, please do not disclose any Personally Identifiable Information through the Sites. This Privacy Addendum and the use of the Sites are governed by Tennessee law. Any claim related to the Sites or this Privacy Addendum shall be brought in a federal or state court in Jefferson County, Tennessee, within one year after the claim arises. By visiting, browsing or otherwise accessing the Sites, you hereby consent to the exclusive jurisdiction and venue of such courts as the most convenient and appropriate for the resolution of disputes concerning this Privacy Addendum. This Privacy Addendum and the notices outlined herein are not intended to and do not create any contractual or other legal rights in or on behalf of any third party.

11. MODIFICATIONS TO PRIVACY ADDENDUM

AEC may modify this Privacy Addendum at any time, at its discretion, and modifications are effective upon being posted on the Sites. You are responsible for reviewing this Privacy Addendum periodically to ensure that you are aware of any changes to it.

12. QUESTIONS, COMMENTS AND FEEDBACK

We welcome your questions, comments and all feedback pertaining to your privacy or any other issue with regard to the Sites. You may contact us at through the address listed below.

Address: Appalachian Electric Cooperative, P. O. Box 400, New Market, TN 37820

APPROVED: 12/27/12