

**EDISON ENERGY, LLC**  
**PRIVACY NOTICE AND COOKIE STATEMENT**

Effective Date: January 1, 2020

We reserve the right to amend this Privacy Notice at our discretion and at any time and may apply any changes to Personal Information previously collected, as permitted by law. When we make material changes to this Privacy Notice, we will post the updated notice on our website and update this Privacy Notice's Effective Date. Your continued use of our website following the posting of changes constitutes your acceptance of such changes.

1. Introduction.

This Privacy Notice and Cookie Statement (“Privacy Notice”) explains how Edison Energy, LLC processes Personal Information. This Privacy Notice does not apply to websites, applications, destinations or other offerings that Edison Energy, LLC does not own or control, even if they are linked to the Service. All capitalized terms used in this Privacy Notice that are not otherwise defined have the meanings set forth in the Glossary included at Section 12 below.

You can access this Privacy Notice any time in the footer of the Service's home page, via the menu button icon or on the Service description screen, or as otherwise indicated depending on the Service you are using. By registering for any aspect of the Service, or otherwise accessing, visiting or using the Service, you consent and agree to be bound by the terms of this Privacy Notice. If you do not agree with the terms and conditions of this Privacy Notice, you should not access, visit and/or use the Service, or request or receive a Product. We advise that you print or retain a digital copy of this Privacy Notice for future reference.

2. Categories of Personal Information Acquired About You.

Depending on the circumstances and which Service you use, we may collect, obtain or otherwise acquire the following types of Personal Information about you, and we make and retain inferences drawn from such information:

A. **Identifiers**, such as your real name, signature, alias, postal address, zip code, email address, telephone number, unique personal identifier, online identifier, Internet Protocol address, User ID, Device ID or other similar identifiers.

B. **Certain characteristics**, such as gender, marital status, nationality and country of origin, that are protected by applicable law.

C. **Internet or other electronic network activity information**, such as browsing history, search history, information regarding your interaction with an internet website, application or advertisement.

**D. Geolocation (latitudinal and longitudinal) data**, such as the precise physical location of your Device.

Nothing in this Privacy Notice addresses, or should be read to limit or restrict, how we collect, use or process anonymous, de-identified, or aggregate information.

### 3. How We Acquire Personal Information.

A. Personal Information You Provide. We often receive Personal Information because you provide it to us. For instance, when you complete register and/or set up an account/profile or attend an event or webinar, you may be provided, or required to choose, a password and/or User ID, and you may provide your name, telephone number(s), email and/or street address. Other Personal Information such as your age, gender and preferences may also be requested. In addition, we may acquire your Personal Information when you contact us by telephone, postal mail, social media interaction or messaging (e.g., email, SMS, MMS or similar technologies).

B. Personal Information Automatically Collected. The Service also automatically collects certain information, some of which may be deemed Personal Information. The information collected may include, without limitation, information about your Device, such as the make, model, settings, specifications (e.g., browser type, operating system, device identifier) and geographic location of you and/or your Device, as well as date/time stamp, IP address, webpages visited and actions taken on webpages, time of visits, Content viewed, ads viewed, the site(s), application(s), destination(s) and/or service(s) you arrived from, and other clickstream data. See Section 7 for more information on cookies and other technologies used to automatically collect information on or through the Service.

C. Personal Information Acquired Elsewhere. We may also acquire your Personal Information offline, from third parties, or otherwise outside of the Service. For example, we may purchase or otherwise acquire Personal Information from third party consumer data suppliers/resellers, data enrichment providers and aggregators, business contact databases, government entities, and our affiliates.

D. Social Network Integration. If you choose to access, visit and/or use any third party social networking service(s) that may be integrated with the Service, we may receive Personal Information that has been made available to those services, including Personal Information about your contacts on those services. Some social networking services also will facilitate your registration for our Service or enhance or personalize your experience on our Service. You should make sure you are comfortable with your Personal Information the third party social networking services may make available to us by visiting those services' privacy policies and/or modifying your privacy settings

directly with those services. We treat Personal Information that we receive through third-party social networking services in the same ways as all of your Personal Information we receive through our Service (as described in Section 4 below).

E. Be Careful Publicly Posting Personal Information. Please be aware that Content and Personal Information that you disclose in publicly accessible portions of the Service may be available to other users, and may also be made available outside the Service by third parties, so you should be mindful of all Personal Information, especially sensitive Personal Information, that you may wish to post.

#### 4. How We Use Your Personal Information; Sharing of Personal Information.

We may use your Personal Information for one or more of the following business purposes:

A. To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a price quote or ask a question about our Products or Services, we will use that Personal Information to respond to your inquiry. If you provide your Personal Information to purchase a Product, we will use that Personal Information to process your payment and facilitate delivery. We may also save your information to facilitate new Product or Services orders.

B. To provide, support, personalize and develop our Service and Products.

C. To create, maintain, customize and secure your account with us.

D. To process your requests, purchases, transactions and payments and prevent transactional fraud.

E. To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.

F. To personalize your Service experience and to deliver Content and Product offerings relevant to your interests, including targeted offers and ads through our Service and via email or text message (with your consent, where required by law).

G. To help maintain the safety, security and integrity of our Service and Products and other technology assets and business.

H. For testing, research, analysis, and product development, including to develop and improve our Content and Products.

I. To respond to law enforcement requests and as required by applicable law, court order or governmental regulations.

J. As described to you when collecting your personal information or as otherwise set forth in the CCPA (as defined in Section 10 below).

K. To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which Personal Information held by us about our website users is among the assets transferred.

We will not collect additional categories of Personal Information or use the Personal Information we collected for materially different, unrelated or incompatible purposes without providing you notice.

#### 5. How We Share Personal Information.

We may disclose your Personal Information to a third party for a business purpose. When we disclose Personal Information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract. We may share your Personal information with the following categories of third parties:

- A. Service Providers;
- B. Third parties to whom you or your agents authorize us to disclose your Personal Information in connection with Products we provide to you; and
- C. Data aggregators.

#### 6. Opt-Out of Marketing; How to Update Your Personal Information.

A. How to Opt-Out of Sharing for Marketing. California residents, please see Section 10(A)(2) below. For all others, if you do not wish to have Personal Information, such as your name, email address, postal address or phone number shared with third parties for their marketing purposes, contact our Privacy Notice Coordinator by email at [legaldocs@edisonenergy.com](mailto:legaldocs@edisonenergy.com) or as described at the end of this Privacy Notice. But note that, in order for us to properly administer the Service, we must continue to share your Personal Information with Service Providers as described in Section 5 above (if you object to such sharing, you should not use the Service).

B. How to Opt-Out of Marketing Messages from Us. If you do not wish to receive future marketing or other commercial messages from us, simply follow the unsubscribe instructions contained within the message you receive. But note that you may continue to

receive certain communications from us that are necessary for the Service, such as renewal notifications, invoices, technical notices, updates, security alerts, and support and administrative service bulletins.

C. How to Update Your Personal Information. If you have registered or created an account on any part of the Service, please use the mechanism or contact information on the Service that allows you to change or update your member preferences, if available, to keep all such Personal Information accurate and up-to-date. If no such mechanism or contact information is available on the Service, contact our Privacy Notice Coordinator with your changes by email to [legaldocs@edisonenergy.com](mailto:legaldocs@edisonenergy.com), or as described at the end of this Privacy Notice.

## 7. Cookies and Related Technologies; Do Not Track.

A. Cookies/Local Device Storage. The Service will at times place and/or store code or other types of information and/or software on your Device or within your browser, such as cookies (including flash cookies), locally shared objects, and HTML5 (collectively, "Local Device Storage"). We and Third Party Businesses may independently use Local Device Storage in connection with the Service in a way that collects Personal Information for the purposes described in the respective privacy policies, including without limitation to determine whether you have seen a particular advertisement before on the same or different Device and to otherwise control and tailor the display of ads to you based on your preferences, to track the movements of individual users through the Service and elsewhere on the web or across apps, devices, and geographic locations, to help diagnose problems with servers, to gather broad demographic information, to conduct research, to deliver editorial Content, to record registration and personalization information, and to otherwise administer the Service. For example, if you register on any part of the Service and are given the option to save your username and password, we may provide this convenience to you via Local Device Storage.

B. You May Disable Local Device Storage. If you do not want Local Device Storage, your Device or browser may include an option that allows you to not accept it. However, if you disable Local Device Storage, some portions of the Service may not function properly.

C. Tracking Technologies. In addition to Local Device Storage, we may use web beacons, web bugs, internet or pixel tags, clear gifs, digital fingerprinting (also known as "Machine Identification") and similar technologies (collectively, together with Local Device Storage, the "Tracking Technologies") on the Service, including in our communications with you, such as within e-mail and text messages and push notifications. We and Third Party Businesses use Tracking Technologies to determine which messages have been opened by recipients, and for all or some of the same lawful purposes described above for use of Local Device Storage.

D. Do Not Track. Your browser setting may allow you to automatically transmit a "Do Not Track" ("DNT") signal to websites and online services that you visit. There is no

consensus among industry participants as to what DNT means in this context, and some browsers automatically apply DNT signals by default and therefore do not necessarily reflect our visitors' choice as to whether they wish to receive advertisements tailored to their interests. As a result, like many websites and online services, we do not alter our practices when the Service receives a DNT signal from a visitor's browser. As discussed below, you may opt out of the use of your Personal Information for online behavioral advertising by third parties at any time. To find out more about DNT, please visit <http://allaboutdnt.com>.

#### 8. Transfer of Your Personal Information Among Jurisdictions.

We are, and the Service is, based in the United States. Your Personal Information may be processed, transferred to, and maintained on, servers and databases located within the United States and elsewhere where the privacy laws may not be as protective as your jurisdiction. We reserve the right to transfer your Personal Information to and from any state, province, country or other governmental jurisdiction. Your consent to this Privacy Notice followed by your submission or our collection of such Personal Information represents your agreement to any such transfer.

#### 9. Information Security and Notification.

A. Security Measures. We take reasonable security measures to protect against unauthorized access to, or unauthorized alteration, disclosure or destruction of, Personal Information.

B. No Liability for Breach. Because no data transmission is completely secure, and no system of physical or electronic security is impenetrable, we cannot guarantee the security of your Personal Information or the security of servers, networks or databases, and by using the Service you agree to assume all risk in connection with your Personal Information. We are not responsible for any loss of such Personal Information or the consequences thereof.

C. Breach Notification. In the event that we believe the security of your Personal Information in our possession or control may have been compromised, we may seek to notify you. If notification is appropriate, we may notify you by e-mail, push notification, or otherwise.

#### 10. Notice to California Customers - Your Privacy Rights.

The California Consumer Privacy Act, California Civil Code §1798.100 et. seq. (“CCPA”), grants residents of California certain rights with respect to their Personal Information and requires us to provide such individuals with certain information, as described in our Privacy Notice for California Residents which may be accessed by visiting: [https://uploads.edisonenergy.com/2020/01/07000544/EE\\_CCPA-Privacy-Notice-for-California-Residents\\_2020.pdf](https://uploads.edisonenergy.com/2020/01/07000544/EE_CCPA-Privacy-Notice-for-California-Residents_2020.pdf).

## 11. Privacy Notice Coordinator.

If you have any concerns or questions about any aspect of this Privacy Notice, please feel free to contact our Privacy Notice Coordinator by email at: [legaldocs@edisonenergy.com](mailto:legaldocs@edisonenergy.com) or as follows:

Edison Energy, LLC  
Attention: Privacy Notice Coordinator  
3501 Jamboree Road, Suite 270  
Newport Beach, CA 92660

Make sure to include enough information for us to help you, including for example your name, contact information and the specific website, mobile site, application and/or other Service you're contacting us about.

Note: Only inquiries about this Privacy Notice or your Personal Information should be sent to the Privacy Notice Coordinator. No other communications will be accepted or responded to. For communications on other matters, please contact us through the means described on the Service, if available (e.g., in the "Contact Us" section).

## 12. Glossary.

As used in this Privacy Notice, the following terms have the following meanings:

“Content” means all text, articles, photographs, images, graphics, illustrations, creative, copy, artwork, video, audio, music, podcasts, ringtones, games, trademarks, trade names, service mark, and other brand identifiers, designs, plans, software, source and object code, algorithms, data, statistics, analysis, formulas, indexes, registries, repositories and all other content, information, and materials available on or through the Service, whether posted, uploaded, transmitted, sent or otherwise made available by us, our licensors, vendors and/or Service Providers, or by you, and/or other users or third parties, including any such Content uploaded manually or bookmarked by you and/or other users.

“Device” means any computer, tablet, mobile phone, television, or any other device capable of accessing the Service.

“Personal Information” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, Device or household, as further described in Section 2(A) of this Privacy Notice. Anonymous, de-identified, or aggregate information is not Personal Information as used herein.

“Product” means any product and/or service, including without limitation Content, that may be featured, mentioned, reviewed, described, distributed or otherwise available on or through the Service, either by us or third parties.

“Service” means each website, mobile site, application, email/text/SMS campaign, event, and/or other activity, offering, or publication (regardless of how distributed, transmitted, published, or broadcast) provided by us that links to, or references, this document, including without limitation all Content, features and functionality thereof, such as widgets, plug-ins, and embeddable players.

“Service Provider” has the same meaning as set forth in the CCPA, which in general means a for-profit legal entity to whom we disclose Personal Information for processing on our behalf for a “business purpose” (as defined in the CCPA) pursuant to a written contract.

“Third Party Business” means any third party unaffiliated with us to whom we disclose Personal Information for their own purposes, including without limitation our advertising, marketing and sponsorship clients, list buyers, data coops, consumer data suppliers/resellers, data enrichment providers and aggregators, and other entities in the online behavioral advertising ecosystem.

“We”, “Us” “Our” and “Edison Energy”, whether capitalized or not, means Edison Energy, LLC, a Delaware limited liability company, its parent, subsidiaries and/or affiliates, and each of their respective officers, directors, members, employees, independent and sub-contractors, agents, representatives, successors and assigns.

“You” or “Your”, whether capitalized or not, means all those who access, visit and/or use the Service, whether acting as an individual or on behalf of an entity, including you and all persons, entities, or digital engines of any kind that harvest, crawl, index, scrape, spider or mine digital content by an automated or manual process or otherwise. “You” and “Your” also includes your administrators, executors, successors and assigns.