

PRIVACY POLICY

This Policy was last updated on July 20, 2023

INTRODUCTION

Integra Water (also referred to herein as “we,” “us,” and “our”) is committed to protecting the privacy and security of the personal information we collect, use, share and otherwise process as part of our business. We also believe in transparency, and we are committed to informing you about how we treat personally identifiable information relating to individuals (“personal information”).

We have established this Privacy Policy to inform you about the privacy practices that we apply to personal information for the activities listed below. This Privacy Policy applies to personal information we collect from you.

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE TREAT YOUR PERSONAL INFORMATION AND WHAT CHOICES AND RIGHTS YOU HAVE IN THIS REGARD. IF YOU DO NOT AGREE WITH THE TERMS AND CONDITIONS OF THIS POLICY, YOU SHOULD NOT ACCESS OR USE THE SITE OR ENGAGE IN COMMUNICATIONS WITH US CONCERNING OUR SERVICES.

THIS SITE IS INTENDED FOR USERS LOCATED IN THE UNITED STATES AND IS NOT INTENDED FOR USERS LOCATED IN OTHER COUNTRIES, INCLUDING THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA. THIS SITE IS NOT INTENDED FOR USE BY PERSONS UNDER THE AGE OF 18. BY USING THIS SITE, YOU ACKNOWLEDGE AND AGREE THAT YOU ARE OVER THE AGE OF 18 AND ACCESSING THE SITE FROM WITHIN THE UNITED STATES.

WHAT PERSONAL INFORMATION DO WE COLLECT?

We may collect and process the following personal information from you for the purposes set forth below:

Category	Description of Data
Contact Information	When you visit the Site, apply to serve as a contractor, request services and/or information about our services, or contact us for additional information, we may ask you for your name, address, telephone number, email address, or other contact details in order to respond to your request or inquiry.
Business Information	When you seek services from us or complete a service or contractor application in the course of an existing or anticipated contractual or customer relationship between you, your organization, and us, we collect business contact information, including your organization’s tax identification number, and other personal information in order to provide you with the services you have requested.
Email List	When you sign up for one of our email lists, including e-billing, we collect your contact information, including your email address. If at any time you would like to unsubscribe from receiving future emails, you may unsubscribe using the link at the bottom of each email.
Your Communications	When you communicate with us, including by email and using the Contact page of the Site, we may retain your communications in order to process

	and respond to them, as well as to improve our services. We may use your email address to communicate with you about our services.
Automated Information	When you visit the Site, we automatically collect information from your browser or your mobile device, which includes the date and time of your visit, your Internet Protocol (IP) address or unique device identifier, domain server, your browser type, access time, cookies, and data about which pages you visit in order to allow us to operate and provide the Site and our services. This information is used to understand how you interact with the Site and to provide you with advertising and a more personalized experience. To learn more about our collection of technical data, please see the “Cookies and Similar Technologies” section of this Policy.
Location Information	When you use the Site, we may collect information about your location and use of the Site, including your interaction with advertising and analytics services on the Site, in order to (a) serve you the content and functionality you request, and (b) maintain the privacy and security of the Site and services. Location information collected may include your Internet Protocol (IP) address and unique device identifier.
Application for Connection	When you complete our Application for Connection, we collect your name, employer, mailing address, service address, telephone number, TaxID, and email address in order to review and establish the account you have requested.

HOW DO WE USE PERSONAL INFORMATION?

We collect and use the types of personal information listed above in an effort to operate our business, to improve your experience on the Site, to provide services to you, and to communicate with you about the information you have requested. We may also use personal information to help target specific offers to you and to help us develop and improve the Site and our services. Additionally, we may use your personal information in the following ways:

- To provide you with the services you have requested and to manage our relationship with you, including performance of our business relationship with you;
- To present and improve the Site’s content and functionality;
- To personalize your experience (your information helps us to better respond to your individual needs);
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs);
- To respond to visitor, subscriber, and customer inquiries;
- To determine user interests, needs, and preferences;
- To provide notice of changes to the Site or the services we offer or provide through it;
- To deliver services to you and to honor our (1) Water/Waste-Water Service Application Agreement; (2) Water & Waste-Water Policy Manual; and (3) [Website Terms of Use](#);
- To provide you with access to publications such as our newsletter;
- To comply with your instructions;
- To conduct research and analysis;

- To improve our services;
- To develop new services;
- To manage and maintain the security of the Site and our services;
- To market our services to you or to send you information about our company, including our affiliates, or our services, or to contact you when necessary. We will only provide you with marketing-related information after you have, where legally required to do so, opted in to receive those communications and having provided you with the opportunity to opt-out of such communications at any time.
- To comply with our legal and compliance obligations, including maintaining records, performing compliance audits, etc.;
- For insurance purposes;
- To exercise and defend our legal rights, or to comply with court orders;
- For any other purpose related to and/or ancillary to any of the purposes and uses described in this Policy for which your personal information was provided to us;
- Pursuant to your consent;
- In any other way we may describe when you provide the information;
- For any other purpose to which you have consented or for which we have a legal basis under law; and
- To send periodic emails, including information and updates pertaining to your account.

Is entry of personal information required?

You may choose not to provide us with any personal information, and you may still access and use much of the Site. Some pages on the Site, including the Contact page and online forms and applications, may give you the option of providing certain of your personal information. However, you will not be able to access any portions of the Site that require your personal information. If you want to change or update any information about yourself that you have submitted, you may contact us via the contact methods listed at the end of this Policy.

HOW DO WE SHARE AND DISCLOSE PERSONAL INFORMATION?

We may share your information in the following contexts:

Category	Disclosure Contexts
Subsidiaries and Acquisitions	We may share your personal information with our corporate subsidiaries and affiliates and with their respective officers, directors, employees, accountants, attorneys and agents. In addition, we may disclose your personal information in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our company assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about the Site’s users is among the assets transferred. For example, if another company acquires us, we will share your personal information with that company.

Disclosures With Your Consent	We may ask if you would like us to share your personal information with other unaffiliated third parties who are not described elsewhere in this Policy. We will only disclose your personal information in this context with your consent.
Disclosures Without Your Consent	We may disclose your personal information in response to subpoenas, warrants, court orders or other legal process, or to comply with relevant laws. We may also share your personal information in order to establish or exercise our legal rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our Website Terms of Use .
Third Parties	We may provide personal information about you to our business partners and other third parties that may offer services specifically requested by you.
Service Providers	We may share your personal information with our service providers that need access to your information to provide operational or other support services on our behalf. Among other things, service providers may help us to administer the Site; support our provision of services requested by you; provide technical support; send marketing, promotions and communications to you about our services; provide payment processing; and assist with other legitimate purposes permitted by law.
Aggregated Data	We may disclose aggregated information about our users, and information that does not identify any specific individual, such as groupings of demographic data and customer preferences, for new product and marketing development.

HOW LONG DO WE STORE YOUR PERSONAL INFORMATION?

We will retain your personal information as needed to fulfill the purposes for which it was collected. We will retain and use your personal information as long as necessary to comply with our business requirements and legal obligations, to resolve disputes, to protect our assets, to provide our services, and to enforce our agreements.

If you opt out of receiving further communications from us, or if you ask us to delete your information, we will do so unless we determine that doing so would violate our existing, legitimate legal, regulatory, dispute resolution, contractual, or similar obligations. To the extent permitted by law, we may retain and use anonymous and aggregated information for performance reporting, benchmarking, and analytic purposes and for product and service improvement.

HOW DO WE PROTECT YOUR INFORMATION?

We have put security measures in place to protect the personal information that you share with us from being accidentally lost, used, altered, disclosed, or accessed in an unauthorized manner. From time to time, we review our security procedures to consider appropriate new technology and methods.

While our security measures seek to protect your personal information in our possession, no security system is perfect, and no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee or warrant the security of any information you transmit to or from our Site, and you do so at your own risk. We cannot promise that your personal information will remain absolutely secure in all circumstances.

If a security breach causes an unauthorized intrusion into our Site or systems that compromises your personal information, we will notify you and any applicable regulator when we are required to do so by applicable law.

RIGHTS AND CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION

Please use the Contact Us details at the end of this Policy to exercise your rights and choices under this Policy. If you would like to manage, change, limit, or delete your personal information or if you no longer want to receive any email, postal mail, or telephone contact from us or our affiliates in the future, such requests may be submitted via the Contact Us details at the end of this Policy.

Email Opt-Out. If you no longer wish to receive communications from us via email, you may opt-out by contacting us at info@integrawater.com and providing your full name, mailing address, phone number, and email address so that we may identify you in the opt-out process. Once we receive your instruction, we will promptly take corrective action.

Accuracy. Our goal is to keep your personal information accurate, current, and complete. If any of the personal information you have provided to us changes, please let us know. For instance, if your email address changes, you may wish to cancel any request you have made of us; or, if you become aware of inaccurate personal information about you, you may use the Contact Us details provided at the end of this Policy to update your information. We are not responsible for any losses arising from any inaccurate, inauthentic, deficient, or incomplete personal data that you provide to us.

Right to Withdraw Consent. If you have provided your consent to the collection, processing, and transfer of your personal information, you may have the right to fully or partially withdraw your consent. To withdraw your consent, please notify us using the information in the Contact Us section of this Policy, and you may follow opt-out links on any marketing communications sent to you.

Right to Complain. If you believe that your rights relating to your personal information have been violated, you may lodge a complaint with us by contacting us using the information provided in the Contact Us section of this Policy.

Online Tracking. We do not currently recognize browser settings or signals of tracking preferences, which may include “Do Not Track” instructions. “Do Not Track” is a web browser setting that seeks to disable the tracking of individual users’ browsing activities. We adhere to the standards set out in this Policy and do not currently respond to “Do Not Track” signals on the Site or on third-party websites or online services where we may collect information.

Cookies. You may be able to set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Site may then be inaccessible or not function properly. For more information on how to modify your browser settings to block or filter cookies, visit <http://www.aboutcookies.org/> or <http://www.cookiecentral.com/faq/>. You may learn more about internet advertising practices and related consumer resources at <http://www.aboutads.info/consumers/>, <http://www.networkadvertising.org/choices>, and <http://youronlinechoices.eu/>.

COOKIES AND SIMILAR TECHNOLOGIES

Use of Cookies

We use "cookies" on this Site. A "cookie" is a small file created by a web server that can be stored on a user's device for use either during a particular browsing session (a "session" cookie) or a future browsing session (a "persistent" cookie). This file is set by the site or its service provider, and it is transferred to your computer's hard drive through your web browser (if you allow). Cookies enable the site's or service provider's systems to recognize your browser and capture and remember certain information.

The information collected may include information about your Internet Protocol (IP) address, browser type, internet service provider (ISP), domain server, type of computer, type of web browser, URLs of any referring or exited webpages, operating system, and/or date and time stamps. We use cookies to help compile aggregate data about site traffic and site interaction, including trends in usage of our Site, so that we can offer better site experiences and tools in the future.

Choices About Cookies

Most web browsers are set by default to accept cookies. If you do not wish to receive cookies, you may set your browser to refuse all or some types of cookies or to alert you when cookies are being sent by website tracking technologies and advertising. Note that, if you decline the use of cookies, you may not have access to the full benefits of the Site.

Additional information is provided below about how to disable cookies or manage the cookie settings for some of the leading web browser providers:

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/configure-your-privacy-settings-so-they-re-right-for-you-8c923c9d-4ef2-849d-a399-4de716ecbbaf>

Safari: <http://help.apple.com/safari/mac/8.0/#/sfri11471>

Other Similar Technologies

Like most websites, as you navigate through and interact with the Site, we may passively collect information about your browsing activities using other automatic data collection technologies, such as Internet tags, web beacons (clear gifs., pixel tags, and single-pixel gifs), and navigational data collection (log files, server logs, etc.) in order to improve website functionality and analytics.

Specifically, we use Google Analytics and Google Tag Manager to collect statistical data and manage e-marketing tags to add functionality into the Site, including analytics of the Site's usage. See [Google's Privacy Policy](#) for more information. To opt-out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout> and install the opt-out browser add-on feature. For more details,

visit the “Google Analytics opt-out browser add-on” page (located at <https://support.google.com/analytics/answer/181881?hl=en>).

THIRD-PARTY SITES AND SERVICE PROVIDERS

This Policy is applicable only to the Site, and it does not apply to any third-party websites.

The Site may contain links to, and media and other content from, third-party websites. These links are to external websites and third parties with which we may have no relationship. Because of the dynamic media capabilities of the Site, it may not be clear to you which links are to the Site and which are to external, third-party websites. If you click on an embedded third-party link, you will be redirected away from the Site to the external third-party website. You can check the URL to confirm that you have left this Site.

We cannot and do not (i) guarantee the adequacy of the privacy and security practices employed by or the content and media provided by any third-parties or their websites, (ii) control third parties’ independent collection or use of your personal information, or (iii) endorse any third-party information, products, services or websites that may be reached through embedded links on this Site.

Any personal information provided by you or automatically collected from you by a third-party will be governed by that party’s privacy policy and terms of use. If you are unsure whether a website is controlled, affiliated, or managed by us, you should review the privacy policy and practices applicable to each linked website.

We also use third-party service providers to perform business-related functions on our behalf, including, specifically, for processing online bill payments. We utilize Starnik, Inc. for such payment processing services. Where you wish to view your account and/or pay a bill online, you will be redirected from the Site to the Starnik site. From there, you will log into the Starnik site and provide payment details directly to Starnik. We do not have access to full credit/debit card or other financial account numbers as a result of the payment transactions processed by Starnik. See Starnik’s [Privacy Policy](#) and [Terms of Use](#), which governs your use of the Starnik site.

CHILDREN’S ONLINE PRIVACY PROTECTION ACT COMPLIANCE

The Children’s Online Privacy Protection Act (“COPPA”), as well as other data privacy regulations, restrict the collection, use, or disclosure of personal information from and about children on the Internet. Our Site and services are not directed to children aged 18 or younger, nor is information knowingly collected from children under the age of 18. No one under the age of 18 may access, browse, or use the Site or provide any information to or on the Site. If you are under 18, please do not use or provide any information on the Site (including, for example, your name, telephone number, email address, and username). If we learn that we have collected or received personal information from a child under the age of 18 without a parent’s or legal guardian’s consent, we will take steps to stop collecting that information and delete it. If you believe we might have any information from or about a child under the age of 18, please contact us using the contact information provided below.

For more information about COPPA, please visit the Federal Trade Commission's website at: <https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule>.

UPDATES AND CHANGES TO THIS POLICY

We reserve the right, at any time and without notice, to add to, change, update, or modify this Policy to reflect any changes to the way in which we treat your personal information or in response to changes in law. Should this Policy change, we will post all changes we make to this Policy on this page. If we make material changes to how we treat your personal information, we will also notify you through a notice on the home page of the Site for a reasonable period of time. Any such changes, updates or modifications shall be effective immediately upon posting on the Site. The date on which this policy was last modified is identified at the beginning of this Policy.

You are expected to, and you acknowledge and agree that it is your responsibility to, carefully review this Policy prior to using the Site, and from time to time, so you are aware of any changes. Your continued use of the Site after the “Last Modified” date will constitute your acceptance of and agreement to such changes and to our collection and sharing of your personal information according to the terms of the then-current Policy. If you do not agree with this Policy and our practices, do not access, view, or use any part of the Site.

CONTACT US

For more information, or if you have any questions regarding this Privacy Policy, wish to exercise your rights, or wish to lodge a complaint with us, you may contact us using the information below, and we will do our best to assist you. Please note, if your communication is sensitive, you may wish to contact us by postal mail or telephone.

In Writing: Integra Water, LLC, PO Box 10127, Birmingham AL 35202

By Telephone: (877) 511-2911

By Email: info@integrawater.com