

# PRIVACY POLICY

Effective March 19, 2025

Bradford Water Authority (“**Bradford**,” “**we**,” “**our**,” and “**us**”) shares your concerns about maintaining the privacy of Personal Data (as defined below) and is committed to ensuring that your privacy is protected. This Privacy Policy is applicable to our website users (including mobile and social media sites), customers, and other third parties (“**you**” or “**your**”) and discloses Bradford’s practices for the collection and dissemination of Personal Data in connection with our websites and other digital properties such as our mobile applications, social medial properties, digital communications, and other electronic processing (collectively, “**Sites**”). It explains how we use Personal Data that we collect or otherwise receive about you, how you can instruct us if you prefer to limit the use of that information, and the procedures that we have in place to safeguard your privacy. Please read the following information carefully to understand our views and practices regarding your Personal Data and how we treat it. By submitting your Personal Data to Bradford or otherwise interacting with Bradford, you acknowledge and consent to Bradford’s collection and use of your Personal Data as outlined herein.

**Personal Data** as used in this Privacy Policy means information that identifies, relates to, describes, or can reasonably be linked, directly or indirectly, to a specific natural person. It does not include information that is anonymous, de-identified, or aggregated. Where applicable, Personal Data includes the terms “personal data,” “personal information,” and any other equivalent term as defined in applicable law.

## COLLECTION AND USE OF PERSONAL DATA FOR BUSINESS PURPOSES

Bradford may receive, use, and disclose the following categories of Personal Data about you:

CATEGORY OF PERSONAL DATA	SOURCE	PURPOSE FOR COLLECTION	CATEGORIES OF RECIPIENTS
<b>Identification and contact information:</b> such as your name and surname, title, username, password, postal address, email address, telephone numbers, or other contact details information you may provide to us when you register or update an account, sign up for email communications, participate in a survey, or join our mailing list	From you (online and offline, including chatting online with or otherwise contacting customer service)	To communicate with you about your orders or purchases, your account, and your requests for information; to enable you to access our services; to provide customer support in response to your communications with us; to recognize you when you use our Sites	With related entities; with certain authorized third parties for the purpose of providing specialized services to us (such as helping us to maintain and manage our customer information, communicate with our customers, service our website, conduct surveys, fulfill service requests, etc.)
<b>Other voluntary information:</b> any voluntary information you may provide us in the course of your interactions with us (such as by sending an e-mail	From you	To handle your requests and to contact you when necessary or requested, including responding to your questions and comments	With related entities; with certain authorized third parties for the purpose of providing specialized services to us (such as helping us

CATEGORY OF PERSONAL DATA	SOURCE	PURPOSE FOR COLLECTION	CATEGORIES OF RECIPIENTS
through our Sites and/or to the addresses indicated in our Sites or by calling, e-mailing, texting, or chatting online with our customer service team or by responding to surveys)		and providing customer support; to improve our Sites, customer service, and user experience	to maintain and manage our customer information, communicate with our customers, service our website, conduct surveys, fulfill service requests, etc.)
<b>Information automatically collected from your browser:</b> your browser type, operating system type or mobile device model, viewed webpages, links that are clicked, keystrokes typed, movement of the mouse or pointer, IP address, mobile device identifier or other unique identifier, sites or apps visited before coming to our Sites, the amount of time you spend viewing or using the Site, the number of times you return, or other click-stream or site usage data, emails we send that you open, forward, or click through to our Sites	From you; from our Sites or app technology's interaction with your browser, including through cookies, web beacons, and similar technologies	To improve our Sites, customer service, user experience, and services; to create a session replay that shows your visit to our site; to protect the security or integrity of the Sites and our business, such as by protecting against and preventing fraud, unauthorized transactions, and managing risk exposure, including by identifying potential hackers and other unauthorized users; and, in an aggregated non-specific format, for analytical and demographic purposes	With related entities; with certain authorized third parties for the purpose of providing specialized services to us (such as helping us to maintain and manage our customer information, communicate with our customers, service our website, conduct surveys, fulfill service requests, etc.)
<b>Information automatically collected from your device and internet network:</b> your internet service provider, your internet protocol or IP address, domain names of the computers you use to visit our Sites, your operating system and browser used; and the type of handheld or mobile device used, such as laptop or smart phone, log files, URIs (Uniform Resource Identifiers) of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in reply, the numerical status	From you; from our Sites or app technology's interaction with your devices; from service providers who support our fraud detection efforts	To improve our Sites, customer service, and user experience; to provide customer service; to make sure our Sites and app technology works properly with your device and make sure you can see and use our Sites and apps as intended; for analytical and demographic purposes; to protect the security or integrity of the Sites and our business, such as by protecting against and preventing fraud, unauthorized transactions, and managing risk exposure, including by identifying potential hackers and other unauthorized users	With related entities; with certain authorized third parties for the purpose of providing specialized services to us (such as helping us to maintain and manage our customer information, communicate with our customers, service our website, conduct surveys, fulfill service requests, etc.)

CATEGORY OF PERSONAL DATA	SOURCE	PURPOSE FOR COLLECTION	CATEGORIES OF RECIPIENTS
code of the server reply (successful, error, etc.) and other parameters concerning the user's operating system and computer environment, and/or device cookie settings and other device details, such as MAC address			
<b>Social media information:</b> if you interact with us through a social media service or log in using social media credentials, depending on your social media settings, we may have access to your information from that social network such as your name, email address, age, gender, and location	From third parties, such as co-branded partners and websites (for example, on our Facebook pages)	For research, analytical and other business purposes; to enhance your online experience, including as a way to recognize you and welcome you to the Sites	With related entities; with certain authorized third parties for the purpose of providing specialized services to us, such as helping us to manage our customer information, to communicate with our customers, to service our website, to conduct surveys, to fulfill service requests, etc.
<b>Sensitive personal information:</b> such as your driver's license number, state identification card, precise geolocation (if you permit us to obtain your precise geolocation), your race or ethnic origin; your biometric data; combination of email address, financial account, debit card, or credit card with security or access code, password, or other credentials allowing access to your account	From you (offline or online, such as by using online services, including chatting online with or otherwise contacting customer service)	To complete a particular transaction or fulfill a service; to check that the right person is using the right card or account; for analytical and demographic purposes; and to protect the security or integrity of the Sites and our business, such as by protecting against and preventing fraud, unauthorized transactions, and managing risk exposure, including by identifying potential hackers and other unauthorized users	With related entities; with certain authorized third parties for the purpose of providing specialized services to us, such as helping us to manage our customer information, to communicate with our customers, to service our website, to conduct surveys, to fulfill service requests, etc.
<b>Legal information:</b> fraud checks or flags raised about your transactions, the payment card you want to use, payment card refusals, suspected crimes, complaints, claims, and accidents	From you, the police crime and fraud prevention agencies, payment card providers, the public, regulators,	To protect you, other customers and our business against criminal activities and risks; to make sure we understand and can meet our legal obligations to you and others, and can defend ourselves; and if required by law, governmental request or court order or based	With related entities; with our service providers who help us with fraud protection and credit risk reduction; with law enforcement and other governmental

CATEGORY OF PERSONAL DATA	SOURCE	PURPOSE FOR COLLECTION	CATEGORIES OF RECIPIENTS
	and your and our professional advisors and representatives	on our good faith belief that it is necessary to conform or comply with such law, request or court order or to protect the users of our website or the public	authorities in accordance with applicable law

## COOKIES AND TRACKING TECHNOLOGIES

Like many commercial websites, we analyze how visitors use our Sites through what is known as "cookie" technology or similar tracking tools, such as web beacons, tracking pixels, and clear gifs. A cookie is a small text file that is placed on your computer when you access the Sites and allows us to recognize you each time you visit the Sites. We may use cookies to: (1) allow you to use the Sites without having to re-enter your username and password; (2) enhance or personalize your usage of and experience on the Sites; (3) monitor Site usage; (4) manage the Sites; and (5) improve the Sites and our services. We may combine the information we collect through cookies, web beacons, or other technology tools with other information we have collected from you or information from other sources. If you choose, you can set your browser to reject cookies or you can manually delete individual cookies or all of the cookies on your computer by following your browser's help file directions. However, if your browser is set to reject cookies or you manually delete cookies, you may have some trouble accessing and using some of the pages and features that are currently on our Sites, or that we may put on our Sites in the future. Note that browser-management tools for cookies are outside of our control and we cannot guarantee their effectiveness.

## DO NOT TRACK

Do Not Track ("DNT") is a privacy preference that users can set in some web browsers, allowing users to opt out of tracking by websites and online services. At the present time, the World Wide Web Consortium (W3C) has not yet established universal standards for recognizable DNT signals and therefore, Bradford and the Site do not recognize DNT.

## UNSUBSCRIBE FROM MARKETING EMAILS

You may "unsubscribe" from our email list at any time by clicking the "unsubscribe" button in any communication from Bradford. We will try to comply with your request as soon as reasonably practicable. Please note that if you opt out of receiving marketing-related emails from us, we may still send you important administrative messages from which you cannot opt out.

## COLLECTION OF PERSONAL DATA FROM CHILDREN

Bradford does not market to children under 13 years of age, and we do not knowingly solicit or collect Personal Data from children under the age of 13 without prior verifiable parental consent. If we learn that a child under the age of 13 has submitted Personal Data online without parental consent, we will take all reasonable measures to delete such information from our databases and to not use such information for any purpose (except where necessary to protect the safety of the child or others as required or allowed by law). If you become aware of any Personal Data Bradford has collected from children under 13, please contact us as indicated in the Contact Us section.

## **SECURITY OF YOUR INFORMATION/SECURITY MEASURES**

Bradford uses reasonable organizational, technical, and administrative measures to prevent the unauthorized release of or access to Personal Data. All information you provide to us is stored on secure servers. However, the transmission of information via the internet is not completely secure. Although we will do our best to protect your Personal Data, we cannot completely guarantee the security or confidentiality of any communication or material transmitted to/from Bradford via the Sites or any other electronic means, including email. Accordingly, Bradford is not responsible for the security of information transmitted via the Internet. Any transmission is at your own risk. For more private communication, you may contact Bradford by telephone at the phone numbers provided on the Sites or as indicated in the Contact Us section below.

## **RETENTION OF YOUR INFORMATION**

We will only retain your Personal Data for as long as necessary to fulfill the purposes for which it was collected or otherwise received by us, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for your Personal Data, we consider the amount, nature, and sensitivity of your Personal Data, the potential risk of harm from unauthorized use or disclosure of your Personal Data, the purposes for which we process your Personal Data and whether we can achieve those purposes through other means, and the applicable legal requirements, including the statute of limitations periods.

## **CHANGES TO THIS PRIVACY POLICY**

We may change this Privacy Policy from time to time, including as required to keep current with rules and regulations, new technologies, and security standards. When we do, we will post the change(s) on our Sites and display an effective date at the top of this Privacy Policy so that it will be easier for you to know when there has been a change.

## **CONTACT US**

If you have questions or concerns about this Privacy Policy or how we collect, use, and disclose your Personal Data, you can contact us at 814-362-3004.