



## Customer Privacy Policy

This Arizona Southwest Solar and Electric LLC Customer Information Privacy Policy describes and outlines our principles in collecting, using and safeguarding your personal information. It is our policy to comply with all applicable laws and regulations regarding customer privacy. If you have questions or concerns regarding this Policy, please refer to the Contact page on our website at [www.arizonasouthwestsolar.net](http://www.arizonasouthwestsolar.net).

### **I. Privacy Commitment**

Arizona Southwest Solar and Electric LLC may collect different information about you in different situations. Arizona Southwest Solar and Electric LLC only collects Confidential Information about you through lawful means. We do not share personal information with other persons or organizations for their marketing purposes, nor will we intentionally disclose your personal information to third parties unless it is done for the reasons described in this Policy.

### **II. Customer Confidential Information**

Customer Confidential Information is any information that is collected, received and/or stored by Arizona Southwest Solar and Electric LLC that falls into the following categories:

- a. **Personal Information:** Information that reveals or reasonably could be expected to reveal the identity of any individual or small group of Arizona Southwest Solar and Electric LLC Customers. Examples include customers name, phone number, email address, home address, zip code and state, or other information that might identify you as our customer.
- b. **Personal Usage Data:** Information regarding the electric demand and/or usage habits of individual customers or small groups of customers that either, explicitly or implicitly reveals details, patterns or other insights into their personal lives, characteristics or activities of individual customers.

### **III. Sources of Confidential Information**

Arizona Southwest Solar and Electric LLC collects Confidential Information from sources such as:

- a. Customer interactions with Arizona Southwest Solar and Electric LLC, such as during phone calls when providing information about services and products or when determining eligibility for Tax Rebates or Financial incentives.
- b. Information you provide through our company website, marketing emails or other third-party lead generating websites. This includes Facebook ad forms you may complete or surveys you participate in.



- c. Information you provide through outreach events and raffle drawing entry forms.

**IV. Arizona Southwest Solar and Electric LLC uses of Confidential Information**

Confidential Information may be used for operations or activities including:

- a. To identify you as the customer, to process, evaluate and respond to service requests, inquires and applications you make as a customer.
- b. To communicate with you about products and services.
- c. To operate, evaluate and improve our business (including developing new products and services, managing our communications, performing market research, managing our advertising and marketing, analyzing our products, services and administering our Arizona Southwest Solar and Electric LLC website.
- d. To protect against and prevent fraud, unauthorized activity, claims and other liabilities
- e. To comply with and enforce applicable legal requirements, industry standards and our policies and terms of use
- f. To provide you with information on upcoming events or news that may be of interest.
- g. Use of website. If you visit or use the Arizona Southwest Solar and Electric LLC website, we may use “cookies” (small text files transferred from our website to your hard drive) to recognize repeat users, track usage and facilitate your access and use of the site.
- h. Use of E-Mail addresses. Individuals who supply their addresses (e-mail or postal mail) or phone numbers may receive periodic messages from Arizona Southwest Solar and Electric LLC.

**V. Your Access and Control Over Information**

You may opt out of any future contacts from us at any time. You can do so at any time by contacting us via the email address or phone number given on our website.

**VI. Disclosure of Confidential Information**

As a general matter, Arizona Southwest Solar and Electric LLC may disclose or release personal information:

- a. When authorized by you or when necessary to provide you with a service you have requested
- b. To communicate with you about issues related to your application, account or request of service.
- c. When necessary to comply with an order of a government agency or court, when requested by a government regulator or as otherwise required by law.



**VII. Data Security**

Arizona Southwest Solar and Electric LLC, maintains administrative, technical and physical safeguards designed to protect the confidential information you provide against accidental, unlawful or unauthorized destruction, loss, alteration access, disclosure or use. In the event your confidential information is compromised through no fault by you, Arizona Southwest Solar and Electric shall provide notice to you consistent with the state and federal privacy laws.

**VIII. Changes to this Privacy Policy**

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes.