

BIG BEAR LAKE, DEPARTMENT OF WATER AND POWER PRIVACY NOTICE EFFECTIVE JULY 1, 2024

The City of Big Bear Lake, Department of Water and Power (DWP) is committed to protecting your privacy while providing you with a positive experience on our website and in all interactions with DWP's dedicated staff.

This Privacy Notice ("**Notice**") explains our privacy practices and provides information on how and why we collect, use and share your personal information through our interaction with you in relation to our services, when you visit our websites, and associated sub-domains ("**Website**"), when you use our bill payment applications, mobile applications, or when you use any other communications method including SMS text and social media platforms. The Notice also describes choices that may be available to you regarding use, access, deletion and correction of your personal information.

HOW WE COLLECT YOUR PERSONAL INFORMATION

- We collect your personal information when you actively provide it to us through your interactions with us.
- We collect information from you when you initiate water utility services as part of the water service agreement account establishment process.
- We collect and retain water utility usage information as it pertains to properties owned by you or utility accounts established by you.
- We may automatically collect personal information from you as you use our services, or you participate in communications with DWP.
- We may receive personal information about you from a business or commercial partner or another local municipality or agency.

WHAT PERSONAL INFORMATION WE COLLECT

Your contact information/Identifiers: Name, email address, phone number, identity documents, IP address, and any other identifiers a user provides when accessing or using our systems and services.

Your payment information: Billing name, address, and credit card or other payment information.

Other information: Social media profiles, LinkedIn URLs, custom profiles and any other information about you that you may voluntarily provide or any information about you that may be publicly available.

SMS messages:

- Content of SMS messages received during communications with DWP.

Inferred or derived data:

- Inferred or derived data may include a summary of information included in recorded content processed by conversational intelligence. Users and participants control the content they provide.

Your communications with us:

- Surveys, voice and video calls and related recordings and transcripts, emails and messages, interactions with chatbots available as part of our Services or Websites, etc.

Other information:

- Any personal information that a user or guest voluntarily provides through their use of the Services, including synchronizing contact information, or through integrations with other applications.

HOW WE USE YOUR PERSONAL INFORMATION

We use your personal information for the following purposes, to:

Communicate with you; Verify your identity to prevent fraud in compliance with applicable law; Create your account; Provide you with water service including respond to your requests for meter equipment support; Provide internal training and ensure quality assurance; Improve and optimize your interactions with our teams; Connect you to and optimize your experience using our Website, and Services; Personalize your experience with our Websites and Services; Comply with applicable law including those regulating call detail records; and Perform billing for our Services.

We may use artificial intelligence, machine learning, or other similar technology to provide, maintain, support, and improve our Services and our interactions with you.

We do not pass any individual's consent to receive SMS from DWP to any third party. We do not share phone numbers or personal account information with third parties for the purpose of allowing those third parties to send SMS.

COOKIES AND SIMILAR TECHNOLOGIES

We do not use cookies and similar tracking technology (collectively, "Cookies") to collect and use personal information about you.

HOW, WHY, AND WHAT PERSONAL INFORMATION WE SHARE WITH THIRD PARTIES

We may share and disclose your personal solely for providing services to our customers and in accordance with applicable law, with the following third parties:

- Billing and payment processor vendors that are vetted by DWP.
- Service providers, contractors, vendors or agents who operate on our behalf to:
 - Operate, deliver, improve and customize our Websites, Apps, and Services;
 - Provide support and technical services;
 - Detect fraud, enforce our acceptable use policy and protect our system and network infrastructure;
 - Conduct analytics in order to improve customer experiences using DWP Websites, Apps and Services; and
- Any third parties as part of, or in connection with, an actual or prospective business transaction, such as a sale, merger, acquisition, joint venture, financing, jurisdictional change or service area reorganization;

- Law enforcement agencies, regulatory or governmental bodies, or other third parties in order to respond to legal process, comply with any legal obligation; protect or defend our rights, interests or property or that of third parties; or prevent or investigate wrongdoing in connection with the Website, Apps or our Services.

HOW WE RESPECT YOUR PRIVACY RIGHTS

We provide you with the opportunity to access, review, modify, and delete your personal information that we process.

We will not share your personal information with third parties for the third parties' direct marketing purposes unless you have agreed to such disclosure.

We will verify your request using your name and email. Depending on the nature of your request, we may need additional information to verify your identity. You may authorize an agent to make a request on your behalf to exercise your privacy rights under applicable privacy laws.

To exercise your rights or to allow your authorized agent to exercise your rights, please submit, or have your authorized agent submit a request to the contact information provided herein.

HOW WE KEEP YOUR PERSONAL INFORMATION SECURED

Keeping your information secure is important to us. We have taken appropriate steps designed to reduce the risk that your personal information may be subject to loss, misuse, unauthorized access, disclosure, alteration or destruction.

Appropriate information technology security measures are in place to ensure the security of your personal information within DWP systems.

HOW LONG WE RETAIN YOUR PERSONAL INFORMATION

We will retain your personal information for no longer than is necessary to fulfill the purposes for which the information was originally collected unless a longer retention period is required or permitted by law, for legal, tax or regulatory reasons, or other legitimate and lawful business purposes.

Where we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it.

Lawful Requests for Personal Information

DWP complies with all lawful requests by public authorities to disclose personal information.

THIRD-PARTY SITES

This Notice does not apply to, nor are we responsible for, the privacy, information or other practices of any third parties, including any third party operating any site or service to which the Website or Apps link including but not limited to social media sites. The inclusion of a link on the Website or Apps does not imply our endorsement of the linked site or service. You should check the privacy notices of those sites before providing your personal information to them.

UPDATES TO THIS NOTICE

We may update this Notice from time to time in response to changing legal, technical, or business developments. If we make changes to our Notice, we will post those changes on

this page in addition to updating the "Last Updated" or effective date at the top of this webpage. If we make material changes, we will notify you either by emailing you or by posting a notice of such changes prominently on this page prior to such material changes taking effect.

CONTACT US

If you have any questions, comments or concerns about this Notice, please e-mail customerservice@bldwp.com. Or, you can write to us at:

City of Big Bear Lake, Department of Water and Power.
Attn: Customer Service
PO Box 1929,
Big Bear Lake, California 92315