

Concord Municipal Light Plant Privacy Policy

Effective Date: 9/15/2025

1. Introduction

The Concord Municipal Light Plant ("CMLP," "we," "us," or "our") is committed to protecting the privacy and security of the personal information of our customers and website visitors. This Privacy Policy describes how we collect, use, and protect the information we gather. By using our services or visiting our website, you agree to the terms of this policy.

2. Information We Collect

We collect information that you voluntarily provide to us, as well as information that is automatically collected when you interact with our services and website.

- **Customer-Provided Information:** This includes personally identifiable information you provide when you sign up for service, contact us, or participate in our programs. This may include, but is not limited to:
 - Name, address, and contact information (phone number, email address).
 - Account information (account number, billing history).
 - Payment information (bank account details for online payments via SmartHub).
 - Information related to your service, such as energy usage data.
 - Information you provide in surveys, forms, or other direct communications.
- **Automatically Collected Information:** When you visit our website or use our online services, we may automatically collect certain information about your computer or device. This may include:
 - IP address.
 - Browser type and operating system.
 - Referring website or link.
 - Pages and features you visit on our site.

- Information collected through "cookies" and other tracking technologies to enhance user experience and analyze website traffic.

3. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide and Manage Services:** We use your personal information to establish and maintain your account, process payments, provide billing and customer service, and manage your electric and other services.
- **To Fulfill Legal and Regulatory Requirements:** As a public entity, we are required to comply with various state and federal laws and regulations. We may use and disclose your information as necessary to meet these obligations.
- **To Improve Our Services:** We use data, often in an aggregated and de-identified form, to analyze trends, monitor the performance of our website, and develop new products and services to better serve our community.
- **For Communication:** We may use your contact information to respond to your inquiries, send you important service-related notices, and inform you about new programs, rebates, or energy-saving initiatives.
- **For Security and Fraud Prevention:** We employ security measures to protect against unauthorized access and use of our systems. We may use your information to detect and prevent fraud or other illegal activities.

4. Sharing and Disclosure of Information

We do not sell or rent your personal information to third parties. We will only share your information in the following circumstances:

- **With Your Consent:** We will share your information with other companies or individuals if you have given us express authorization to do so.
- **For Payment Processing:** We may share your information with trusted third-party IVR service providers (such as **ProfitStars for e-checks, PayNow and MCM Pay**) for the sole purpose of processing online payments. These providers are obligated to protect your information and are not authorized to use it for any other purpose.



TOWN OF CONCORD MUNICIPAL UTILITIES

ELECTRIC | WATER | SEWER | TELECOMMUNICATIONS

- **As Required by Law:** We may disclose your information when required to do so by a governmental agency with jurisdiction, a court order, subpoena, or other legal process.
- **To Protect Our Rights:** We may disclose your information when we believe it is necessary to protect our rights or property, or to prevent harm to persons or property.

5. Data Security

We are committed to safeguarding the confidentiality and integrity of your personal information. We maintain administrative, technical, and physical safeguards to protect against unauthorized access, disclosure, use, alteration, or destruction of the information we collect and maintain. Please be aware that while we strive to provide reasonable security, no system can be 100% secure.

6. Third-Party Links

Our website may contain links to third-party websites that are not under our control. We are not responsible for the privacy practices or the content of these sites. We encourage you to review the privacy policies of any third-party websites you visit.

7. Your Rights and Choices

- **Accessing and Correcting Your Information:** You have the right to review and request changes to the personal information we have on file for you. You may do so by contacting us directly.
- **Opt-Out Rights:** If you have registered for any online services or a mobile application, you can stop all future collection of information by uninstalling the application or contacting us to opt out.
- **Data Retention:** We will retain your data for as long as your account is active and for a reasonable time thereafter to comply with our legal and regulatory obligations.

8. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time to reflect changes in our practices or applicable laws. Any changes will be posted on this page with an updated



TOWN OF CONCORD MUNICIPAL UTILITIES

ELECTRIC | WATER | SEWER | TELECOMMUNICATIONS

effective date. We recommend that you check this policy periodically to stay informed about how we are protecting your information.

9. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at:

Concord Municipal Light Plant
1175 Elm St (physical)
PO Box 1029 (mailing)
(978) 318-3101
concordutilities@concordma.gov