

## Reliable Energy, Inc./Reliable Choice Energy LLC Privacy Statement

Reliable Energy, Inc./Reliable Choice Energy LLC (“Reliable”) respects your privacy and is committed to protecting your personal information that you provide to us. This statement explains our policies and practices regarding the use and disclosure of your personal information by Reliable. Please note that Reliable reviews and updates this Privacy Policy from time to time as needed without notice. Therefore, you should review the terms of this policy periodically to make sure that you are aware of how Reliable collects and uses personal information. By using our web site, you consent to the collection and use of your personal information by Reliable as explained below.

1. Personal Information. You have complete control over your personal information. In general, you can visit our web site without providing us with any personal information. When someone visits our website we collect standard internet log information and details of visitor behavior patterns. We do this to find out things such as the number of visitors to the various parts of our Reliable website. We collect this information in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting our website. However, there are instances where we must have your personal information in order for us to grant you access to our protected and secured sites. This information may include registration data (your name, address, email address, etc.), information request data and response data ("User Information"). When you receive your confirmation email or when you receive any email from the list server, you will be given instructions on how to remove yourself from the list.

2. Use of User Information. We intend to use such information for purposes of supporting your relationship with Reliable by designing web site content that is suitable to your needs and alerting you to new information and service offerings as they become available. This User Information may be retained by Reliable to keep track of the domains from which people visit us, to create a user profile to better serve you, or to simply contact you either electronically or otherwise. If you decide that we should not use your personal User Information to contact you, please let us know and we will not use that information for such purpose. However, please do not submit any User Information if you are less than 18 years of age.

3. Site Navigation and Google Analytics. When you visit our website we collect standard internet log information and details of your site navigation and behavior patterns. This information assists us in understanding the information on our site which most interests our visitors, and to determine the number of visitors to the various parts of our website. Again, we collect this information in a way which does not identify anyone. We use Google Analytics to help analyze use of our website. This analytical tool uses 'cookies', which are text files placed on your computer, to collect standard internet log information and visitor behavior information in an anonymous form (see Section 7). The information generated by the cookie about your use of the website (including your IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity for Reliable and the validity of the content on our website, and to utilize marketing campaign links to achieve our business objectives for our visitors and customers. To find out more about cookies, including how to control and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org), or to opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>. Reliable will not use the statistical analytics tool to

track or to collect any personally identifiable information of visitors to our site. We will not associate any data gathered from this site with any personally identifying information from any source as part of our use of the Google statistical analytics tool. Google will not associate your IP address with any other data held by Google. Neither Reliable nor Google will link, or seek to link, an IP address with the identity of a computer user. You may learn more about Google's privacy policies by visiting <http://www.google.com/policies/privacy/>

4. Disclosure of User Information. Reliable does not sell, trade or transfer User Information to third parties. However, we may share User Information with our business partners for marketing, advertising or product/service offering purposes. For example, we may provide User Information to our service providers for direct emailing of Reliable offerings service information, online surveys or notifications to our viewers. We also disclose User Information if: we have your consent; we need to share it in order to provide you with the services you requested; we respond to a court order; or you violate our Terms of Use. You may separately agree to provide your personal information to third parties including Reliable partners, in order to access and/or use their services. If you agree to provide such information to these third parties, then your personal information will be subject to their privacy policies.

5. Accuracy and Security. The accuracy and security of the User Information is important to Reliable. Currently, you may review and request updates to your User Information retained by Reliable. If you contact us to correct your User Information, we will attempt to correct such inaccuracies in a timely manner. Reliable is concerned with the security of your User Information and is committed to taking reasonable steps to protect it from unauthorized access and use of that personal information. To that end, we may put in place the appropriate physical, electronic and managerial policies and procedures to secure your personal User Information. We also continue to implement procedures to maintain accurate, complete and current User Information.

6. Usernames and Passwords. Access to certain content on our web site may be allowed under a written agreement between you and Reliable and will require a username and/or password. In some cases, failure to provide personal information may prevent you from accessing certain Reliable web site(s) containing certain confidential information, products, services, or promotional offers. By accessing and using our protected and secured web site(s), you agree to maintain the confidentiality of the username and password you selected to access such site(s) and consent to our Terms of Use.

7. Cookies. Reliable may use "cookies". A cookie is a small data text file that a web site can transfer to a visitor's hard drive to keep records of the visits to such site. A cookie contains information such as your username and password that helps us recognize the pages you have visited and improve future visits, but the only personal information a cookie can contain is the information that you provide yourself. A cookie cannot read data off of your hard drive or read cookie files created by other sites. If you prefer not to accept a cookie, you can set your web browser to warn you before accepting cookies or you can refuse all cookies by turning them off in your web browser. However, access to our secured web site(s) requires the use of per-session cookies in Microsoft Internet Explorer, which you must enable only cookies that get sent back to the originating server. Otherwise, you can still access most of the features on our web site even without

accepting a cookie. To find out more about cookies, including how to control and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

8. External Links. The Reliable web site may provide links to other third party web sites. Even if the third party is affiliated with Reliable through a business partnership or otherwise, Reliable is not responsible for the privacy policies or practices or the content of such external links. These links are provided to you for convenience purposes only and you access them at your own risk.

9. Terms of Use. Please also see our [Terms of Use](#), which describes the restrictions, disclaimers, indemnification and limitation of liability governing the use of the entire Reliable web site.

10. General. If you have questions regarding our Privacy Statement, please contact us at 616-977-1705. For other general questions, please go to our Contact Us page.