



## Cascade Energy, Inc. Privacy Policy

This Privacy Policy outlines the general privacy practices of Cascade Energy, Inc. and explains what personal information is collected, how your personal information is protected, used and shared, what choices you have relating to your personal information, and how you may contact us. California residents may refer to this Privacy Policy for their rights under the California Consumer Privacy Act.

### **Cascade's General Policy**

Cascade is committed to the ability of its customers to make informed privacy decisions. Cascade is committed to providing you a clear understanding about the personal information that is collected, maintained, and used about you. Cascade Energy does NOT sell or otherwise trade the personal information we collect.

While we do not sell or otherwise trade personal information that you provide Cascade to third parties for commercial purposes, we may provide personal information to a third party if required to do so by law, or because it must be shared with an entity that regulates, funds, or makes an energy efficiency offering available to you, or to otherwise assist you in receiving the benefits and services available to you in connection with an energy efficiency offering.

With a core value of Learn Constantly, Cascade's employees believe in making contributions to its field and may aggregate or de-identify personal information in a way that allows it to contribute to research, market insights, and policy development within the field of energy efficiency. Cascade may use customer information and inquiries from potential customers to improve its outreach efforts and service delivery. From time to time, third parties who support and improve our internal operations and accountability processes or whose work complements or supplements our services may receive personal information in order to help deliver the quality and level of service that our customers expect.

The most likely reasons that you might interact with Cascade and Cascade might collect and use your personal information are outlined below.

#### 1. Access to Cascade Sites

Whenever you visit our websites (cascadeenergy.com, energysensei.com, aquaefficiency.com) ("Sites") or use other sites operated by us or information available through our Sites, regardless of what kind of device that you use to access the Sites, we will collect some information from you automatically simply by you visiting and navigating through our Sites. We will also collect some information from you voluntarily when you submit information using a form on our Sites. Through our Sites, we will collect information that can identify you and/or your Site activity.

The types of personal information collected may include your first and last name, company name, and contact information such as your phone number and/or email address and other information when you send us a message through our website. Of course, you are free to visit our Sites without providing any



personal information, but some parts of the Sites may not be available to you if you choose not to provide personal information.

## 2. Industrial Refrigeration Best Practices Guide

We process payments for our Industrial Refrigeration Best Practices Guide through a third-party payment processor and use the email and mailing address that you provide for the purpose of processing your order. Cascade shares this information with our service provider to process the transaction that you have requested. Cascade does not collect or maintain payment information.

## 3. Cascade Services

Whenever you communicate with us or engage us to provide you with energy efficiency consulting services, we may be collecting information from you in the course of discussing the potential or actual services. If your company and Cascade Energy decide to work together then additional business confidentiality, privacy, and informed consent protocols will apply. Cascade Energy's general approach is to collect and use only the personal information that you provide through your voluntary interaction with us, for purposes of proposing and/or delivering our energy efficiency consulting services.

### **Information for California Residents**

#### Do Not Track

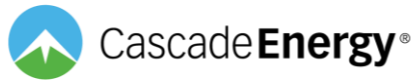
Cascade does not track its customers over time and across third party websites and therefore does not respond to Do Not Track signals. To our knowledge, third parties do not have content embedded on Cascade's websites. Third parties cannot collect personally identifiable information from Cascade's websites unless you provide it to them directly.

#### California Privacy Rights

California residents (who are natural persons) have specific rights under the California Consumer Privacy Act (CCPA). In most instances, Cascade Energy will be operating as a service provider or in the context of a business to business interaction under the CCPA. California consumers have a right to knowledge, access, and deletion of their personal information under the CCPA. California consumers also have a right to opt out of the sale of their personal information by a business and a right not to be discriminated against for exercising one of their California privacy rights. Cascade does not sell the personal information of California consumers and does not discriminate in response to privacy rights requests.

When Cascade Energy is acting as a service provider under the CCPA, the information collected is that which is necessary to perform our contractual obligations and retaining, using, or disclosing personal information is only done for the specific business purpose or as otherwise permitted under the CCPA.

For information about Cascade Energy's collection and use of personal information regarding applicants for employment and employees, please contact Cascade's Human Resources Department or use the Privacy Officer email address below.



If you would like to exercise your CCPA rights with respect to the personal information we collected about you please contact us by email at [CEPrivacyOfficer@cascadeenergy.com](mailto:CEPrivacyOfficer@cascadeenergy.com). Or call Cascade at 1.866.321.4573 and ask to speak with our Cascade Energy Privacy staff.

## **Other Site Information**

### **1. Notice for Minors**

Our Sites are not intended for children under 16 years of age. We do not knowingly collect any personal information from children younger than the age of sixteen (16) years old. No one under age 16 may provide any personal information on the Website. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have information from or about a child under 16, please contact us at [CEPrivacyOfficer@cascadeenergy.com](mailto:CEPrivacyOfficer@cascadeenergy.com).

### **2. Anonymous Information**

When you interact with our Sites, our servers may keep an activity log that does not identify you individually ("Anonymous Information"). We collect and store certain administrative and traffic information with each use of the Sites including: source IP address, time of access, date of access, web page(s) visited, type of browser used, access times, and referring websites addresses. If we associate Anonymous Information with you as a specific person, we will treat it as personal information.

We use Anonymous Information to help us determine how people use parts of the Sites and who our users are so we can improve your experience. We may also use Anonymous Information to provide statistical information in aggregated form to our partners and other third parties about how our users collectively use our Sites. We may also use or share Anonymous Information (or other information, other than Personal Information) in any other manner that we deem appropriate to conduct business.

### **3. Technology Used on Our Sites**

There are data points that are collected when you use our Sites through the technology tools that Cascade uses including browser, country code, IP address, search terms, language code, operating system, permalink, referrer, outbound link, page speed, and city. The technology tools include a common plugin through WordPress, which is enabled to help Cascade analyze data from its Sites. This information is not shared with any third party.

We may use "cookies" which are small data files placed on a device when it is used to visit the Sites. Cookies are used by web developers to help users navigate their websites efficiently and perform certain functions. You can modify your browser setting to decline cookies. For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at [www.allaboutcookies.org](http://www.allaboutcookies.org).

We may use "web beacons" which are small graphic images or other web programming code in our web pages and e-mail messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or email can act as a web beacon.



We may use “embedded script” which is programming code that is designed to collect information about your interactions with our Sites, such as the links on which you click.

Cascade also uses a tool called Google Analytics to collect information about use of its sites. We do not use Google’s advertising features or embed videos or other content on our sites. But Google Analytics provides a service that collects information such as how often users visit our Sites, what pages they visit, when they do so, and what other sites they used prior to coming to this site. We use the information we get from Google Analytics only to improve this site. Google Analytics collects only the IP address assigned to you on the date you visit our Sites, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to our Sites is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser. Relevant links to Google policies are located [here](#) and [here](#).

#### 4. How We Use the Information Collected on the Sites

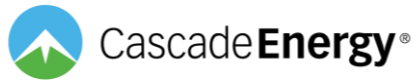
Through our Sites, we may collect, store, use, and retain information and data, including personal information: (i) to provide you with information or services or process transactions that you have requested or agreed to receive; (ii) to provide you with offers on behalf of us or third parties; (iii) to enable you to participate in a variety of the Sites’ features; (iv) to analyze how we can improve the Sites and to customize your experience on the Sites; (v) to contact you with regard to your use of the Sites and, in our discretion, make changes to the Sites and/or Site policies; (vi) for internal business purposes; (vii) for data aggregation related to design or software development purposes; and (viii) for purposes disclosed at the time you provide your information.

#### 5. Information We Receive from Third Parties About You

We may supplement the information we collect about you on our Sites with outside records from third parties, such as LinkedIn, in order to enhance our ability to serve you, to tailor our content to you and to offer you energy efficiency opportunities that we believe may be of interest to you. We may combine the information we receive from those sources with information we collect through the Sites. In those cases, we will apply this Privacy Policy to any personal information received, unless we have disclosed otherwise.

#### 6. When and Why We May Disclose Information to Third Parties

**Third Parties Providing Services On Our Behalf.** We may use third parties, partners, and affiliates to perform certain functions on our behalf, such as hosting the Sites, designing and/or operating the Sites’ features, tracking Site analytics, performing e-commerce functionality, sending e-mail polls, or performing other administrative services. We may provide these entities with access to user information, including personal information, to carry out the services they are performing for you or for Cascade Energy.



**Administrative and Legal Reasons.** We may transfer and disclose your information, including Personal Information and Anonymous Information to third parties: (i) in the event we are required to respond to subpoenas or other legal process or if in our opinion such disclosure is required by law; (ii) at the request of governmental authorities conducting an investigation; (iii) to protect and/or defend the Sites' Terms of Use or other policies applicable to the Sites; or (iv) to protect the personal safety, rights, property, or security of any individual. We may also use IP addresses or other device identifiers to identify users, and may do so in cooperation with copyright owners, internet service providers, wireless service providers, or law enforcement agencies in our discretion. Such disclosures may be carried out without notice to you.

**Business Transfer.** We may share Personal Information with affiliated and related entities for internal business purposes. We also reserve the right to disclose and transfer all information related to the Sites, including, without limitation, your Personal Information and Anonymous Information: (i) to a subsequent owner, co-owner or operator of the Sites or applicable database; or (ii) in connection with a corporate merger, consolidation, restructuring, the sale of substantially all of Cascade Energy's stock and/or assets or other corporate change, including, without limitation, during the course of any due diligence process.

**Visitors Residing Outside the United States and Consent to Transfer.** Visitors who use the Sites and reside outside the United States do so on their own initiative and are responsible for compliance with local laws, if and to the extent local laws are applicable. If you are located in Australia, the European Union, Canada or elsewhere outside of the United States, please be aware that any information you provide to us will be transferred to servers located in the United States. By using the Sites or providing us with your information, you fully understand and clearly and intentionally consent to this Privacy Policy and to the collection, storage, and processing of such information in the United States.

## 7. Our Security

We incorporate commercially reasonable safeguards to help protect and secure your personal information. However, no data transmission over the Internet, wireless transmission or electronic storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information you transmit to us, and you use our Sites and provide us with your information at your own risk.

## 8. Terms and Conditions (Including Consent)

This online policy applies only to information collected through this online presence and specifically only to information collected from webpages which include a hyperlink to this Privacy Policy. By using this Site, you consent to all Terms and Conditions expressed in this Privacy Policy.

## 9. Changes

From time to time we may modify and/or update this Privacy Policy and encourage you to check back on a regular basis to determine if any changes have been made.



## 10. Contact Us

Cascade Energy, Inc. has designated individuals that are responsible for privacy compliance. If you have any questions, complaints or requests concerning your personal information, please send an email to [CEPrivacyOfficer@cascadeenergy.com](mailto:CEPrivacyOfficer@cascadeenergy.com). Or call Cascade Energy at 1.866.321.4573 and ask to speak with our Cascade Energy Privacy staff.

*Last Updated: July 9, 2020*