

## Customer Privacy Policy

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**Effective Date:** June 6, 2024  
**Applicability:** American Water Works Co Inc., and its controlled subsidiaries (together “American Water” or the “Company”)

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At American Water we are committed to protecting the privacy and security of your data.

This Privacy Policy describes how American Water Works Company, Inc. and our subsidiaries and affiliated companies (collectively, “**American Water**,” “**we**,” or “**us**”) collect, use, and disclose information about you. This Privacy Policy applies to information we collect when you register your account or become a customer of American Water, contact our Customer Service Team or access or use our websites, (collectively, our “**Service**”), or when you otherwise interact with us, such as through our customer support channels. By using our Service, you acknowledge and agree to the practices and policies outlined in this Privacy Policy.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this page. We may also provide you with additional notice as appropriate. We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

This Policy does not apply to the actions of any company or entity that American Water does not control.

### **CONTENTS**

[Sources of Information](#)  
[Information We Collect](#)  
[Use of Information](#)  
[Disclosure of Information](#)  
[Analytics](#)  
[Data Security and Retention](#)  
[Your Privacy Rights and Choices](#)  
[Additional Disclosures for Individuals Residing in Certain U.S. States](#)  
[Contact Us](#)

### **SOURCES OF INFORMATION**

There are several ways we may obtain information about you.

American Water collects information from you (a) that you choose to share with us when you sign up for or are using our Services and when you otherwise interact with us, such through our customer service channels, (b) that we collect automatically when you use our Services, and (c) that we receive from third parties.

**We collect information from you directly.** We collect information when you use our Services or otherwise interact with us. This may include registering for an account with us or signing up for communications. We may collect additional information if you participate in any of our surveys.

**We collect information automatically.** We and our third-party service providers collect data about you using automated technology like cookies and pixels via our Services when you visit our websites. We use these technologies to improve our Services and your experience, see which areas and features of our Services are popular, and count visits.

**We get information about you from other sources.** We may collect information about you from our business partners. We may also acquire information from other sources to help us maintain the accuracy of the information we collect

and for internal business analysis or other business purposes. This information includes data such as: corroborating and verifying your identity to ensure that we are only accessing or sharing the personal information of the right person.

### INFORMATION WE COLLECT

We collect various types of data about you from various sources, as described below.

- **Identifiers: contact and account information.** We may collect your name, email address, postal address, and phone number. We may also collect information you provide to create an account or profile.
- **Commercial Information:**
  - **Customer service and feedback.** We may collect information from you when you request customer support or information from us, provide feedback or reviews about your experience with us, or otherwise communicate with or contact us.
  - **Location Information:** In accordance with your device permissions, we may collect or infer information about the location of your device based on your zip code or IP address.
- **Internet or other electronic network activity information:** We collect information about how you access our Service, including technical data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version. We also collect information about your activity on our Service, such as login attempts, logout events, access times, pages and data viewed, links clicked, and the page you visited before navigating to our Service.
- **Data underlying any errors that may occur during your use of the Service.**

**Sensitive Information:** Special categories of particularly sensitive personal data require higher levels of protection depending on local law. In some rare cases, we may collect sensitive personal data about individuals. Please note that, where permitted by law, we may collect, store, and use sensitive information about you, including race, ethnicity, veteran status, disability status, gender, sex, age, marital status, and health and medical conditions. Please be assured that we will only use such sensitive information for the purposes set out in this Policy, or as otherwise described to you at the time such information is collected, and in accordance with applicable law. Our employees are prohibited from using any sensitive information about our customers or other end users in a way that is contrary to applicable law or this Policy.

You may choose not to provide American Water with certain information.

### USE OF INFORMATION

We use the information that we collect from you and about you for a variety of business purposes, as follows:

- **We use information to provide our customers with clean, reliable drinking water.** This includes processing your registration, addressing service issues, and verifying your identity as well as to allow our team members to provide you with access to particular tools.
- **We use information to communicate with you.** We may use information to answer your questions and comments, including providing you with information about this Policy or our [Terms of Use](#). We may also use information to provide you with customer service or to alert you to events or circumstances that could impact our Service. By accessing our websites or registering as a customer you consent to and authorize American Water and its affiliates to disclose your eligibility for and participation in the Services.
- **We use information to improve or personalize our Services.** We may use information to make our Services better or to personalize your experience with us, such as saving preferences or settings, sending you personalized outreach via emails or SMS, or contacting you about the Services. In order to personalize the Services, we may analyze your preferences, information, and habits.
- **We use information to communicate with you about new features or additional services offered by American Water.**

- **We use information to protect our Company and others.** We use information to identify fraud and secure our Services and systems in an effort to protect you, our other customers and community members.
- **We use information for other lawful purposes or as we may disclose to you.**

### **DISCLOSURE OF INFORMATION**

We may disclose information we collect from and about you as follows:

- **We disclose information with service providers and other third parties we work with.** We may disclose information with external companies who perform business, technical, professional, or marketing related services for us. Examples include customer service providers, email delivery services, and cloud infrastructure providers. This also includes companies that help us with fraud detection and Service operations. We may disclose information with data analytics vendors or market research companies. In some circumstances these entities may use your information for their own legitimate business purposes. This might include internal analytics, but would not include marketing directly to you.
- **We disclose information with any successor to all or part of our business.** In the event that American Water or its assets are acquired by or merged with another company, we may disclose all categories of information as part of that transaction. This acquisition or merger may include part of our business. This may occur in the event of bankruptcy.
- **We disclose information to comply with the law or to protect ourselves.** For example, we may disclose all categories information to respond to a court order or subpoena. We will disclose information if a government agency or regulatory body requests it. This includes law enforcement or regulatory authorities.
- **We disclose aggregate or anonymous information.** We may disclose aggregate, anonymous, or de-identified information that cannot reasonably be used to identify you.
- **We disclose information as permitted by law and for other reasons we may describe to you.**

We may combine the information we receive from and about you, including information you provide to us and information we automatically collect through our Services, as well as information collected offline, across other computers or devices that you may use, and from third party sources.

### **Telephone Consumer Protection Act**

American Water may provide you with notices, including those related to your enrollment or use of the Services, including but not limited to by email, postal mail, short message service (“SMS”), multimedia messaging service (“MMS”), text message, or other reasonable means.

You understand that you may receive email as part of using the Services, and while American Water encrypts all email communications, your email server may not guarantee encryption. If your email provider does not encrypt email, you accept the risk that some personal information could be acquired by someone else.

By providing American Water with your telephone number, you give American Water consent to send you text messages regarding your Services or enrollment, or for other non-telemarketing purposes, which may be made by an automatic telephone dialing system. This includes, but is not limited to, reminders about Service disruptions, an upcoming Service appointment or to participate in Services. SMS messages are encrypted by American Water in transit to your cell phone provider, but cell providers do not guarantee encryption of SMS messages that are stored on your behalf. By using the Services, you accept the risk that some personal information could be intercepted by someone else targeting your SMS communications.

**ANALYTICS**

We engage others to provide analytics services across the web. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Service and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information may be used by American Water and others to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity.

**DATA SECURITY AND RETENTION**

We make reasonable efforts to ensure a level of security appropriate to the risk associated with the processing of personal data. We maintain organizational, technical, and administrative measures designed to protect personal data within our organization against unauthorized access, destruction, loss, alteration or misuse. Your personal data is only accessible to a limited number of personnel who need access to the information to perform their duties. No data transmission or storage system can be guaranteed to be 100% secure. If you believe that your interaction with us is no longer secure (for example, if you feel that the security of your account has been compromised), please contact us via the contact information in the Contact Us section of this policy.

We retain personal data to the extent necessary to comply with our legal and regulatory obligations, and for the purpose of fraud monitoring, detection, and prevention. Where we retain data, we do so in accordance with obligations imposed by applicable law and under this Privacy Policy.

**YOUR PRIVACY RIGHTS AND CHOICES**

**Account Information**

You may review, update and correct certain account and other personal information previously disclosed to us by updating your account information or contacting us at [privacy@amwater.com](mailto:privacy@amwater.com). If you would like to know, access, request deletion or ask us not to “sell” your personal data, you may do so here [Customer Data Subject Request](#). Please note that if you wish to delete your personal information, we may retain certain information as required by law or for our legitimate business purposes.

**Privacy Rights**

**Personal Information that we “Share,” “Sell,” or use for “Targeted Advertising”**

We disclose the following categories of personal information to a third party that engages in targeted advertising and other marketing activities for its’ own marketing purposes. These disclosures may be considered “sales” or “sharing” or use of personal information for “targeted advertising” under certain state laws. You can opt out of having your information disclosed to these third parties by filling out our webform [Customer Data Subject Request](#) or emailing [privacy@amwater.com](mailto:privacy@amwater.com).

Categories of Personal Information	Categories of Third Parties
Identifiers, including name, address, phone number, email	We may share active customer account data to OnCourse Home Solutions, a home protection plan and on-demand service provider, in the following states: NJ, PA, IA, VA, IN, WV, MD.

## Access, Correction, and Deletion

Depending on where you live, you may have the right to (1) request to know more about and access your personal information, including in a portable format, (2) request deletion of your personal information, and (3) request correction of inaccurate personal information. To request access, correction, or deletion of your personal information, please complete this webform [Customer Data Subject Request](#) or email us at [privacy@amwater.com](mailto:privacy@amwater.com). We will verify your request by asking you to provide certain information, such as your name, email address, mailing address, and phone number. You can also access, modify, and delete certain information stored within your online account by logging into your account at any time.

## Appeals

If we deny your request, you may appeal our decision by contacting us at [privacy@amwater.com](mailto:privacy@amwater.com). If you have concerns about the results of an appeal, you may contact your state attorney general.

## Nondiscrimination

We will not discriminate against you for exercising your privacy rights.

If you reside in California, Colorado, or Connecticut, you can designate an authorized agent to submit a privacy rights request on your behalf. We may ask authorized agents to submit proof of your authorization to make the request, such as a valid power of attorney or proof that they have signed permission from the individual who is the subject of the request. In some cases, we may be required to contact the individual who is the subject of the request to verify his or her own identity or confirm the authorized agent has permission to submit this request. If you are an authorized agent seeking to make a request, please contact us at [privacy@amwater.com](mailto:privacy@amwater.com).

Any request to exercise one of these rights will be assessed by American Water on a case-by-case basis. There may be circumstances in which we are not legally required to comply with your request because of a relevant legal exemption provided for under applicable law. We will not discriminate or retaliate against you for exercising your privacy rights. If you choose not to disclose certain personal information, this may limit our ability to perform the Services to you.

## Shine the Light

California's Shine the Light law permits residents of California to request certain details about how their information is disclosed to third parties for direct marketing purposes and opt in to, or opt out of, this type of disclosure. To opt out of having information about you disclosed to our affiliates or other third parties for direct marketing purposes, please complete this webform [Customer Data Subject Request](#), email us at [privacy@amwater.com](mailto:privacy@amwater.com) or call us at (844) 297-5952.

## Additional Disclosures for Individuals Residing in Certain U.S. States

Depending on where you live, your state may have enacted consumer privacy laws that grant their residents certain rights and require additional disclosures ("**State Laws**"). If you are a resident of one of these states, this section applies to you.

Our Privacy Policy explains how we collect, use, and disclose information about you, as well as our targeted advertising and analytics practices. Below, we use two different tables to explain this same information in accordance with the State Laws. The tables describe our data practices now, and over the past 12 months.

<i>Categories of Personal Information</i>	<i>Categories of Recipients</i>	<i>Use of Personal Information</i>
<ul style="list-style-type: none"> <li>Identifiers, such as your contact and account information, name, mailing address, and email address;</li> <li>Internet or other electronic network activity information.</li> </ul>	Affiliates and subsidiaries, fraud prevention partners, data analytics providers, payment and financing processors, fulfillment partners, customer support partners, Internet service providers, operating systems and platforms, customer feedback platforms, and cloud service providers, and governmental entities.	<ul style="list-style-type: none"> <li>Provide, maintain, improve, and develop our products and services;</li> <li>Personalize your experience with us;</li> <li>Send you technical notices, security alerts, support messages and other transactional or relationship messages;</li> <li>Monitor and analyze trends, usage, and activities in connection with our products and services;</li> <li>Detect, investigate, and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect the rights and property of American Water and others; and</li> <li>Comply with our legal and financial obligations.</li> </ul>

We retain personal information for as long as necessary to carry out the purposes for which we originally collected it, for legal reasons, and for other purposes described in this Privacy Policy.

We do not use or disclose sensitive personal information for the purpose of inferring characteristics about you.

**Privacy Choices**

We use cookies and similar tracking technologies, such as pixels, web beacons, APIs, clear GIFs, and SDKs for site tracking, remembering feature preferences and related purposes. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited.

As is true of most web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

We do not link this automatically collected data to personal information. Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Service.

**Targeted Analytics**

We engage third parties to provide analytics and perform related services across the web. These entities may use cookies, web beacons, SDKs, device identifiers, and other technologies to collect information about your use of our Services and other websites and mobile apps, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information.



**DATA RETENTION**

The length of time we retain your personal information depends on our relationship with you and the requirements of applicable law. We will retain your personal information for as long as your relationship with us lasts and for a certain period thereafter, after which point it will be deleted or archived in accordance with applicable law. To determine that period, we take into account a number of factors, including our legal and regulatory obligations (such as financial reporting obligations and equal opportunity or anti-discrimination reporting obligations) and whether we may need to retain personal information to resolve disputes, make and defend legal claims, conduct audits, pursue legitimate business purposes, and/or enforce our agreements.

**CONTACT US**

If you have any questions about this Privacy Policy, you can email us at [privacy@amwater.com](mailto:privacy@amwater.com) or call us at (844) 297-5952 or send us written correspondence at the following postal address:

American Water Works Company, Inc.  
Attn: Compliance & Ethics Department  
1 Water Street  
Camden, NJ 08102