

**Indiana Michigan Power Mobile Privacy Policy**, for use with I&M's *IM Home* mobile application.

Indiana Michigan Power, a unit of American Electric Power Company, Inc. (AEP), is committed to protecting and using the information you provide us through the IM Home mobile application (the "Application") in a responsible manner. It is our policy to safeguard and protect all personal information collected via the Application and to keep such information confidential.

**SCOPE:**

- The Indiana Michigan Power Mobile Privacy Policy ("Privacy Policy") applies only to information we collect in the Application, in e-mail text, and in other electronic communications sent through or in connection with the Application, and use, if any, the IM Home thermostat information entered into the Application.
- Other websites or mobile application in the AEP family of sites may be governed by their own privacy policies, appropriate to the uses and needs of each site. In conjunction with the Application, we may provide links to resources and sites that are not part of Indiana Michigan Power. The Privacy Policy does not apply to those resources and sites.

**CONSENT:**

- By downloading, registering with or using the Application you consent to the terms of this Privacy Policy. Whenever you submit information via the Application, you agree to the collection, use, and disclosure of that information in accordance with this Privacy Policy.
- By downloading the Application you are agreeing that Indiana Michigan Power can send you notifications regarding [your energy usage and energy efficiency programs that you may benefit from]. You understand that you are not required to agree to receive such notifications in order to purchase products and services from Indiana Michigan Power; however, certain features of the Application may not be available to you should you decide not to receive such notification.

**CHILDREN UNDER THE AGE OF 13:**

The Application is not intended for children under 13 years of age, and we do not knowingly collect personal information from children under the age of 13. If we learn we have collected or received personal information from a child under the age of 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under the age of 13, please contact us as provided below.

**INFORMATION COLLECTED:**

- Information Automatically Collected:
  - During your use of the Application, we may collect anonymous information about your visit and the resources that you access and use on or through the Application using server logs, cookies, scripts and other Web traffic tracking systems. We may collect and anonymize information about your mobile device and internet connection, including the unique device identifier, IP address, and operating system. This information is aggregated and used to improve the Application through analysis of user activities on

the Application. This information is never combined with any of the personally identifiable information you may provide in your use of the features of the Application.

- The Application may collect real-time information about the location of your device but we do not collect information about your individual browsing habits outside the Application over time.
- If you have installed and registered an IM Home thermostat through the Application, information collected from the thermostat and sensors may include temperature set points, equipment runtimes, room temperature and humidity. This information is used to monitor participation in demand response events and data analytics.
- Information You Provide Us:
  - On certain pages of the Application, you may be asked to provide information about yourself or your home, either to identify yourself to us, or to request a service from us, or to order a product from us. In each case, we will inform you what information is provided at your option and what information is required to complete the transaction or activity you are engaged in. If you are unwilling to provide the required information, you will be unable to complete the requested transaction.
  - If you contact us, we will collect and keep records and copies of your correspondence, including e-mail addresses and phone numbers.
  - We will also collect and keep your responses to surveys we might ask you to complete for our research purposes; details of any transactions you carry out through the Application, including fulfillment of your orders; and your responses to questions describing your home profile.
- Cookies
  - Cookies provide a way for websites to “remember” you (or at least your computer) when you again visit our websites. Most browsers accept them automatically and many websites employ them for a variety of purposes including information gathering. We do not collect personal information with cookies, but we may use cookies on our sites to provide a more tailored and convenient experience for visitors. You can disable cookies through your browser’s options or preferences. Disabling cookies may change how certain webpages or entire sites display or behave. You can learn more at [aboutcookies.org](http://aboutcookies.org).

#### **USE AND DISCLOSURE OF INFORMATION COLLECTED:**

- The information you provide to us will be used to respond to requests you may make for services or products. Some or all of this information may be added to your permanent account record and may be used for research purposes. We will not sell, rent or otherwise disclose the information we gather about you or your account to any third party, except as outlined in this Privacy Policy.
- In addition, we may use elements of this information in the following situations:
  - Provide you with the Application and its contents, and any other information, products or services that you request from us through the Application.

- Give you notices about your energy usage, tips to meet targets, participation in challenges and rewards if applicable.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for return of devices upon leaving the program, moving out from the premises, and/or closing your Indiana Michigan Power billing account.
- Notify you when updates to the Application are available, and of changes to any products or services we offer or provide through it.
- We may transfer the information to AEP's affiliates and subsidiaries, unless such transfer is prohibited by law. We may transfer the information as part of a merger, consolidation, acquisition, divestiture or other corporate restructuring (including bankruptcy).
- We may make the information available to third parties who are providing the product, service or information that you have requested (but not your password) and to third parties who are providing services to AEP (for example, providing the information to third parties performing computer-related services for AEP).
- We may use the information to communicate with you about products and services that may be of interest to you.
- We may disclose the information if we form a good-faith belief that disclosure of such information is necessary to investigate, prevent, or take action regarding any illegal activities or regarding interference with the operation of our site or violation of its terms of use.
- We may disclose the information if we believe that disclosure is required by law or regulation or in response to a subpoena or other order of a court or other governmental agency.
- We may also share any aggregated information (i.e., non-personally identifiable information) with any third parties for any reason, unless prohibited by law.

**THIRD-PARTY INFORMATION COLLECTION:**

When you use the Application or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include your mobile device manufacturer, your mobile service provider or others. We do not control these third parties' tracking technologies or how they may be used.

**OPTING OUT OF INFORMATION COLLECTION:**

- If you do not want us to collect the information described above, then do not download, register with or use the Application. You can also delete the Application from your mobile device to stop information collection; however, information collected prior to you deleting the Application will be retained as describe above.

**SECURITY**

- AEP takes reasonable steps to protect your personal information as it is transferred to us, through the use of Web technologies such as the Secure Sockets Layer and others. However, no Internet transmission of information is ever completely secure or error-free. In particular, e-mail sent to or from AEP may not be secure. We cannot guarantee the security of personal information transmitted through the Application. Any transmission of personal information is at

your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

- The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to the Application through the shared sign on with your indianamichiganpower.com electric account information, you are responsible for keeping this password confidential. We ask that you not share your password with anyone.

**HOW TO REACH US:**

If you would like to update your personal information or if you have questions about the Privacy Policy, please contact us at:

imenergyefficiencyprograms@aep.com

**CHANGES TO THIS POLICY:**

Indiana Michigan Power reserves the right to change this Privacy Policy at any time. If this Privacy Policy changes, the revisions will be posted at "[ElectricIdeas.com/IMHome](http://ElectricIdeas.com/IMHome)" and made available through the Application. Please review this Privacy Policy before you provide any personal information through the Application. Use of the Application after the posting of a revision constitutes your consent to the revised Privacy Policy.

This Privacy Policy was last updated on February 28, 2016.