

Paducah Power System Privacy Policy

Effective Date 6/24/2026

Overview

Paducah Power System (PPS) is committed to protecting your privacy. We take reasonable steps to protect customers' personally identifiable account information and will not share specific account information with third parties without written authorization, unless required by court order, subpoena, other compulsory process, or applicable law. These circumstances may arise for any organization that maintains records. Disclosures may also be necessary to protect our legal rights or respond to emergencies when physical safety may be at risk. While we believe these situations are unlikely, they are possible, and we will take reasonable steps to limit the scope and impact of any disclosure.

Customer account information will be used exclusively by us, and any applicable third-party service providers are required to set up your service and to respond to your requests. It may also be used to:

- Verify the existence of a customer's energy/fiber service
- To collect debts owed by a customer
- To market PPS services or programs to our customers that we feel may be of value to them.
- To compile research that does not identify the customer as an individual.

We do not sell, rent, or otherwise share information about our customers or users of our website. Our website may contain links to other sites we do not control. You should exercise caution when using those sites and consult their privacy policy for information regarding information you provide to them.

PPS employs physical, electronic, and managerial procedures PPS believes to best safeguard its customers' accounts. However, we cannot guarantee the absolute security of that information to or from storage on our systems. We also cannot guarantee that our security measures will prevent third parties, such as "hackers", from illegally obtaining access to this information. Accordingly, we do not represent or guarantee that your information will be protected against access, loss, misuse, or alteration by third parties.

PPS may change this policy from time to time, without notice, by updating this page. Please review this page periodically to ensure you are aware of any changes.

Information We Collect

We may collect the following types of information directly from you when you provide it to us. Such as when you request service, complete an application, or opt-in to receive communications.

- Personal Information
- Name
- Mailing address
- Email address
- Telephone number
- Account number
- Payment and billing information
- Other information voluntarily provided by you

Communication Information

- Records of customer service interactions
- Email correspondence
- Text message communications
- Service requests and inquiries

Website Information

- IP address
- Browser type

Device information

- Website usage data through cookies and similar technologies

How We Use Your Information

We may use your information to:

- Provide and manage services
 - Process payments and transactions
 - Respond to customer inquiries
 - Deliver customer support
 - Send account notifications and service updates
 - Improve our services and website
 - Comply with legal and regulatory requirements
 - Communicate with you through email, phone calls, and text messages
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How We Share Information

We may share information with:

- Service providers performing business functions on our behalf
 - Payment processors
 - Regulatory agencies as required by law
 - Law enforcement or government authorities when legally required
 - Successors in the event of a merger, acquisition, or organizational restructuring
 - We do not sell personal information to third parties.
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Mobile Information Sharing

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging opt-in data and consent information will not be shared with any third parties except service providers who assist in delivering our messaging services and who are contractually required to protect your information.

Data Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

While we strive to protect your information, no method of transmission or storage is completely secure.

Data Retention

We retain personal information only as long as necessary to fulfill business, legal, regulatory, and operational requirements.

Cookies

A “cookie” is a small piece of data that a website sends to your browser to remember your preferences. It is not a computer program and cannot read information on your device or make your device do anything. Cookies help websites recognize returning visitors, understand how the site is used, and improve your experience when you come back. A cookie does not collect personally identifiable information about you. You may update your “cookie” settings on your device at any time. The help function of your browser should contain instructions to allow you to set your device to accept all cookies, to notify you when a cookie is issued, or to not receive cookies at all. Note that if you set your preferences so your device does not receive cookies, certain features of the website cannot be provided to you, and you may not be able to take full advantage of all the website content.

SMS Compliance Notice

By providing your mobile phone number and opting in to receive text messages, you consent to receive informational and service-related SMS communications from Paducah Power System. Consent is not a condition of purchase. Message frequency varies. Message and data rates may apply. Carriers are not liable for any delayed or undelivered messages. Reply STOP to cancel or HELP for assistance.

Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites. Links to various websites do not constitute or imply endorsement of these websites, any products or services described on these sites, or any other material contained in them.

Children & Privacy

We are committed to protecting the privacy needs of children and encourage parents and guardians to take an active role in their children’s online activities. Our website does not target and is not intended to attract children under the age of 13. We do not knowingly solicit personal information from children under the age of 13 nor send them requests for personal information.

Contact Information

If you have questions about this Privacy Policy or our privacy practices, please contact:

Paducah Power System

Phone: 270-575-4000

Address: 1500 Broadway, Paducah, KY 42001

Email: customerservice@paducahpower.com