



LANSING BOARD OF WATER & LIGHT

## Outage Map Policy

Last Modified: February 2018

### OUTAGE MAP PRIVACY POLICY

This privacy policy only applies to the Lansing Board of Water & Light (BWL) Outage Map app (“app”), including the Outage Map website, and does not cover other services and transactions that the BWL provides. Your use of the BWL Outage Map App and Outage Map website service constitutes your consent to the transfer to and from, processing, usage, sharing and storage of your information, including Personal Information as set forth in this Privacy Policy. Also, your use of the BWL Outage Map App and Outage Map website service constitutes that you are bound by the [Google Maps/Google Earth Additional Terms of Service](#) including the [Google Privacy Policy](#).

### WHO WE ARE

The BWL is a municipally owned public utility engaged in the business of generating, transmitting and distributing electricity, water, chilled water and steam to its customers.

### INFORMATION THE BWL COLLECTS

The BWL is committed to protecting your privacy. The BWL **does not** automatically gather personal information about you. In utilizing the app, you may voluntarily provide the BWL with personal information, which will only be used or disclosed for the purposes for which it was collected as outlined below. The only exception is that it could be used in accordance with the governmental requirements, statutory requirements or court orders. If you do not wish to share this information with the app, you may remove the app from your electronic device.

### EXAMPLES OF INFORMATION OR DATA WE COLLECT WHEN YOU USE THE APP INCLUDE:

- Information from your device, including, but not limited to your location, time and duration of visit, your operating system, device identifier, carrier, or other data you permit the app to access on your device, including through permissions on your device.
- Metadata, including, but not limited to the date and time you access the app.
- Reported outage and the outage address.

The following information is requested for login authentication only and is NOT saved to any BWL computer storage device:

- Your last name
- Your street number
- Your billing account number
- The last 4 digits of your social security number

## **COOKIES**

The app may distribute a small file to your device, called a "cookie." Cookies are used to:

- measure how you use the website so it can be updated and improved based on your needs
- remember you for automatic login

## **HOW THE BWL USES YOUR INFORMATION**

The BWL limits its use of personal information to that which is necessary to identify and authenticate users, report customer outages and update customers on existing outages. This information may also be used to create summary statistics that allow us to assess the number of visitors, determine technical design specifications, monitor system performance and help us make our app more useful to our customers.

To use the app, the last four digits of your social security number may be required for positive identification. We cross-check the last four digits of the social security number provided with information already contained in our billing system to verify that you are the individual associated with that account. Using authentication information to make a positive identification helps protect you from fraudulent service requests and slamming.

## **KEEPING YOUR DATA SECURE**

Information collected is maintained in a secure environment. We have administrative, technical and physical safeguards and security features in place to protect your data against accidental, unlawful or unauthorized access, disclosure or use. The BWL uses industry-standard encryption technologies when transferring Personally Identifiable Information. However, transmitting information over the Internet is generally not completely secure, and we can't guarantee the security of your data. The BWL does send its data via a secure link using HTTPS, however, *any data you transmit is at your own risk.*

**LEGAL DISCLAIMER**

BWL will not transfer or sell information and will not disclose any information to a third party for any purpose except disclosure as required by law. However, we reserve the right to disclose your Personally Identifiable Information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order or legal process served on our App.

**MODIFICATION OF TERMS**

The BWL may change or supplement this Privacy Policy at any time and without notice. If we change our Privacy Policy, we will publish the revised Privacy Policy on this page.

**QUESTIONS OR CONCERNS REGARDING THIS PRIVACY STATEMENT MAY BE DIRECTED**

TO: [lbwl.itd.mobileappdev@lbwl.com](mailto:lbwl.itd.mobileappdev@lbwl.com)

**APPLICABLE LAW**

The terms of this Privacy Policy shall be governed by the laws of the State of Michigan, with jurisdiction in Ingham County.