Cookie Policy

Last Updated: May 30, 2018

Please see our term glossary for all defined terms

As described in the Edison Electric Institute Inc. ("EEI", "we", "group", "our" or "us") Privacy Policy, we and our service providers may use cookies and other technologies to run EEI's Website, EEI.org ("Site"), and to enhance your experience. This Cookie Policy sets out some further detail on how and why we may use these technologies.

1. What Cookies are

Cookies are small data files which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are useful because they allow us to recognize your device.

2. Types of cookies we may use

 A. Analytical/Performance Cookies: These may be utilized by EEI to recognize and count the number of visitors and to see how visitors move around our Site when they are using it.

 B. Functionality Cookies: These may be utilized by EEI to recognize you when you return to our Site. This can enable us to personalize our content for you, greet you by name and remember your preferences.

 C. Strictly Necessary Cookies: These may be utilized by EEI for the operation of our Site. They may include, for example, cookies that enable you to log into secure areas of our Site, use a shopping cart or make use of e-billing services.

 D. Targeting Cookies: These may be utilized by EEI to record your visit to our Site, the pages you have visited and the links you have followed.

3. How we use cookies

We may use cookies for the following purposes:

 A. Authentication: We may use cookies to recognize if you are logged in to the Site. In addition, we may employ third-party services that may use cookies to help you sign into their services from EEI's Site.

 B. Security: We may use cookies to support or enable security features we have deployed, and to help us detect malicious activity and violations of our Terms and Conditions.

C. <u>Services, Features, and Preferences</u>: We may use cookies to help us deliver our products and services according to your preferences. For example, we use cookies to know which language you prefer, what your communications preferences are, to show you personalized views related to your interests and groups, and to help you fill out forms on the Site.

D. <u>Performance, Analytics and Research</u>: We may use cookies to help us analyze how the Site is being accessed and used, and enable us to track performance of the Site. We may also use other services, such as Google Analytics or other third-party cookies, to assist with analyzing performance on the Site.

E. <u>Third-party Advertisers</u>: We may work with advertisers, and advertising service providers to serve ads that may be relevant to you based on your inferred interests, location or other information collected about you, which may use a cookie or the technologies described below, placed by EEI or the third-party (although we would not share any other information that identifies you with an advertiser) on the Site, or on a third-party website or online service. The placing of these technologies on your device may enable you to be identified across multiple websites and online services.

4. Other technologies

We may allow others to provide analytics services and serve advertisements on our behalf. In addition to the uses of cookies described above, these entities may use other methods, such as the technologies described below, to collect information about your use of the Site and other websites and online services.

A. <u>Pixels tags</u>: Small pieces of code -- which are also called clear GIFs, web beacons, or pixels -- that can be embedded on websites and emails. Pixels tags may be used to learn how you interact with our website pages and emails, and this information helps us and our service partners provide you with a more tailored experience.

B. <u>Device Identifiers</u>: A unique label can be used to identify a mobile device. Device identifiers may be used to track, analyze and improve the performance of the Site and ads delivered on the Site.

C. <u>Local storage</u>: An industry-standard technology that enables the storage and retrieval of data on a computer, mobile phone, or other device. Local storage may be used to store member preferences on devices.

5. Opting out

A. <u>Cookies</u>: Most devices and web browsers are set to accept cookies by default. If you prefer, you may be able to remove or reject cookies. You can learn more about how to block cookies by visiting allaboutcookies.org. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of the Site.

B. <u>Targeted Advertising</u>: Third-parties that use cookies and other tracking technologies to deliver targeted advertisements on third-party websites may offer you a way to prevent

such targeted advertisements by opting out at the websites of industry groups such as the [Digital Advertising Alliance](#), or if located in the European Union, the [European Interactive Digital Advertising Alliance](#). You may also be able to control advertising cookies provided by publishers on [Google's Ad Preference Manager](#). Your device may also include a feature that allows you to opt out of having certain information collected through apps used for behavioral advertising purposes. Note that even if you choose to opt out of receiving targeted advertising, you may still receive advertising, although it should not be tailored to your interests or activities.

7. Revisions to this Policy

We may modify this Cookie Policy from time to time. When we do, we will provide notice to you by publishing the most current version and revising the date at the top of this page. By continuing to use the Site after any changes come into effect, you agree to the revised Cookie Policy.