

Talen Energy Corporation Website Privacy Notice

Talen Energy Corporation and its affiliates (collectively referred to in this notice as “Talen Energy,” “we,” “us,” “our” and other similar pronouns), have developed this Privacy Notice (“Notice”) for the benefit of users (referred to as “Users,” “you” or “your”) of our websites on which it is posted or the various social networking platforms that we use (collectively, the “Sites”) to demonstrate our serious commitment to protecting privacy on the Sites.

The following material summarizes Talen Energy’s personal data gathering and distribution practices for the Sites. This Privacy Notice does not apply to information that you may provide to Talen Energy or that we may obtain through means other than our Sites (such as over the phone, by mail or in person).

Talen Energy reserves the right to change this Notice at any time and to contact Users regarding their account status, the Terms of Use, and this Privacy Notice.

Advertisements displayed to you on this Site and elsewhere may be customized to your interests and preferences based on your personally identifiable information and Web site usage Information collected through our Site unless you opt out by following the instructions that can be found at the Digital Advertising Alliance’s Consumer Choice Page at <http://www.aboutads.info/choices/> or the NAI’s consumer Web site at <http://www.networkadvertising.org/choices/>. (You have to opt-out using each of your Web browsing applications and devices separately.) However, if you opt-out we may still suggest offerings to you on our Site based on your history at our Site.

Collection of Personal Information from Site Users

In order to provide our Users with a more personalized, relevant and intelligent service, Talen Energy regularly makes improvements to this Site. The collection of personal data assists Talen Energy in this improvement process by identifying the interests and needs of the numerous Users of the Sites. Data collection also assists Talen Energy by allowing it to advertise its products and/or services in a more efficient manner.

Personal Information that Talen Energy Might Collect

“Personal Information” is information that can be used to identify you as an individual or allow someone to contact you, as well as information attributed with such information. For example, we collect Personal Information when you create an account on our Site; enroll for electricity supply; request a quote; enter sweepstakes and contests; complete surveys; contribute to a chat room or other social forum on the Site; participate in a Customer Care Representative chat; or submit a comment or question to us using a “contact us” or similar feature on the Site. Talen Energy may choose to collect and/or monitor, in aggregate or individual form, Personal Information including, among other things, the following information:

“Energy” Information

- account number
- rate class
- current and historical electricity usage and demand
- electricity supplier
- service address

“Technical” Information

- home server
- domain name
- email address

“Reference” Information

- name
- mailing address
- billing address
- telephone number
- password
- transaction, billing and payment history
- information related to tax exemption status
- contact preferences
- recordings of telephone contacts with Customer Care Representatives and/or independent sales verifiers
- records of interactive online contacts with Customer Care Representatives

The Share-The-Power feature or other similar “tell-a-friend” tools provided on the Site and/or in our emails allows you to send information about our services to another person. When you use this feature, we may ask you for the name and information of the other person, and that information will be protected pursuant to this privacy policy.

“Cookies”

“Cookies” are small pieces of information that are stored by your web browser software on your computer's hard drive. The use of cookies is now an industry standard and Users will find them on most major websites including the Site. A cookie assigns a unique numerical identifier to your web browser and may enable us to recognize you as the same User who was at our Site in the past, and relate your use of the Site to other information about you, such as your Site usage information and Personal Information. Cookies may also be used to enhance your experience on the Site, such as by storing your username so you can log in easily, keeping you logged into the Site after you have provided your password, or to collect general usage and aggregated statistical information and detect and prevent fraud. Most browsers can be set to detect cookies and give you an opportunity to reject them, but refusing cookies may, in some cases, inhibit or preclude

your use of the Site or its features. Cookies may be deployed by us and/or by our service providers or partners on our behalf.

As is the case with many websites, our servers automatically collect your IP address when you visit our Site, and we may associate that with your domain name or that of your Internet access provider. We may also capture certain “clickstream data” pertaining to your Site usage. Clickstream data includes, for example, information about your computer or device, Web browser and operating system and their settings, the referring page that linked you to the Site, the pages, content or ads you see or click on during your visit and when and for how long you do so, items you download, the next website you visit when you leave the Site and any search terms you have entered on the Site or a referral site.

Certain of our Sites may use Google Analytics, including its associated cookies, to collect and analyze Site traffic and usage information. As such, Google and its wholly owned subsidiaries may retain and use, subject to the terms of its privacy policy (located at <http://www.google.com/privacy.html>), information collected from your use of the Site. To opt-out of your Site usage being included in our Google analytics reports, you may follow the instructions at <https://tools.google.com/dlpage/gaoptout>.

Use of Personal Information Collected

By knowing more about Users, Talen Energy can deliver more relevant content and advertisements, and hence better service, to Users of the Site. Talen Energy may use the energy, technical and reference information it collects (in aggregate or individual form) for, among other things, the following purposes:

- service provisioning, account creation and maintenance, processing requests, and billing
- sending requested messaging
- promotion
- advertising
- customer support
- Site customization
- statistical analysis
- background checks, reporting and collecting debts
- product development
- order processing
- marketing
- announcements
- content improvement
- technical support
- security or law enforcement investigations
- cooperation with authorities
- complying with legal requirements
- protecting our rights and property, and that of other Users

- tailoring ads displayed to you on our Site and elsewhere to your interests and history with us
- other purposes disclosed when Personal Information is submitted to us

To perform the above functions, we and our service providers may match information collected from you through different means or at different times (including both Personal Information and Site usage information) and use such information along with information obtained from other sources (including third parties) such as demographic information and updated contact information. We or our service providers may also use your information to assess the level of interest in and use of the Site, our emails and our other messaging campaigns both on an individual basis and in the aggregate. We may also collect information about whether you read emails that are sent to us (or marketing agencies on our behalf), and if you visit our website and engage in a transaction as a result of the email.

Text Message Service

By submitting your mobile phone number, you consent to receive text messages and offerings (“**Text Messaging**”) from Talen Energy to the mobile device associated with that number using an automatic system for the Text Messaging program that you signed up for. Message and data rates may apply. You can opt-out of our Text Messaging any time by following the opt-out instructions in the terms and conditions for the Text Messaging program you signed up for. Your opt-out will be effective after we send you a confirmation. Mobile Internet access is required. You represent that you are legally competent and have legal authority to form a contract and provide this consent with regard to the phone number you provide and that you reside in the United States. You may not consent on behalf of someone else or provide someone else’s phone number. Your consent to receive Text Messages is not required in order to receive our other offerings (such as email in accordance with the terms of this Privacy Notice). The terms and conditions for the Text Messaging program that you signed up for will set forth whether the Text Messaging program is not available on certain carriers and/or devices. You agree to enter into, sign and receive this consent to receive text messages electronically. Print this page using your Internet-connected computer or device and web browser to retain a copy of your consent. You can withdraw your consent to receive this consent electronically. You may contact us at Talen Energy Customer Care, attention: Internet / Privacy Notice, 106 Maplewood Drive, Hazle Township, PA 18202; calling 888-289-7693; or emailing us at CustomerCare@talenergy.com and including “Internet/Privacy Notice” in the subject line, to request a free copy of your consent, update your contact information or for other customer service. You can request help in connection with a Text Messaging program in accordance with the terms and conditions for the Text Messaging program that you signed up for. You must first register and provide all required Personal Information, which may include, for example, your name, text address, wireless carrier, and billing information (if fees are applicable to the Text Messaging), which may be either your credit card information or mobile service carrier information. We may also obtain the date, time and content of your messages in the course of your use of Text Messaging. We will use the information we obtain in

connection with our Text Messaging in accordance with this Privacy Notice. If fees are charged to your wireless account invoice, we may provide information to your carrier about them. Your wireless carrier and other service providers may also collect data about your wireless device usage, and their practices are governed by their own policies. We may also access the content of your account and/or wireless account with your carrier for the purpose of identifying and resolving technical problems and/or service-related complaints.

Social Networking

We may maintain presence on several social networking platforms, such as Facebook, LinkedIn, Google+, Twitter, Instagram and Pinterest and we also incorporate some third party social networking features onto our Site. Through these platforms and features, we receive some Personal Information about you, and this Privacy Notice applies to that information as well. In addition, third party social networking platforms have their own privacy policies that explain how the third parties that provide them will use and protect your information. In accordance with those policies (and your privacy settings within your social networking accounts), information about your activities on our Site may be published to your social network.

We also may include tools on our Site that allow you to share and/or publicly post content or information from our Site to your profile on a third party social network. Third party social networking platforms and blogging platforms have their own privacy policies that explain how they will use, protect and share your information, including any information you share on those platforms from our Site, and we encourage you to read those policies.

Disclosure of Personal Information to Third-Parties

Talen Energy may share the Personal Information we collect on the Site with others for a variety of reasons. Talen Energy does not disclose Personal Information to third parties except as described below. Moreover, Talen Energy does not currently rent, license, or sell Personal Information to third parties. In addition to the kinds of information sharing you might expect, such as sharing with third parties who need your information in order to provide services to us or on our behalf and subject to confidentiality agreements, we may share Personal Information:

- when you ask us to allow another person (e.g. a relative) access to your account
- when you ask us to share your account information with a third party to monitor energy usage data.
- with third parties in connection with the distribution of customer communications, such as renewal notices and regulatory-required documentation, via email and mail.
- subject to your consent, with third parties to provide services to you or for third party marketing purposes.

- to the extent required or permitted by law, we may disclose Personal Information in connection with security-related or law enforcement investigations or in the course of cooperating with authorities or complying with legal requirements.
- as required by law, we may share Users' energy usage data with electric distribution companies (utilities).
- as permitted by law to perform credit checks, report or collect debts owed or protect the rights or property of Talen Energy, our Site or our Users.
- in connection with a corporate change or dissolution, including for example a merger, acquisition, reorganization, consolidation, bankruptcy, liquidation, sale of assets or wind down of business.

In addition, we may share non-personally identifiable Site usage Information (including aggregate data) with others, for their own use, in a form that does not include your name or contact information.

Third-Party Ad Servers and Networks

We use third-party advertising companies to serve ads when you visit our Site and on other Web sites. Those third-party advertising companies include: MediaMath, Inc. To opt-out of interest-based advertising from the MediaMath Platform, visit <http://www.mediamath.com/ad-choices-opt-out/>. These companies may use information about your visits to this and other Web sites, the region of the country or world where your IP address indicates you are located, as well as other information about you in order to provide advertisements about goods and services of interest to you. These advertisements may appear on this Site and on other Web sites. These companies may employ cookies, clear GIFs and other tracking technologies to cause relevant ads to be displayed to you. We encourage you to read these businesses' privacy policies to learn about how they treat your information. **For more information about third-party advertisers and how to prevent them from using your information, visit the NAI's consumer Web site at <http://www.networkadvertising.org/choices/> or at the Digital Advertising Alliance's Consumer Choice Page at <http://www.aboutads.info/choices/>.**

Do Not Track Disclosures

Some web browsers may transmit "do-not-track" ("DNT") signals to the websites with which the user communicates. Because of differences in how web browsers incorporate and activate this feature, it is not always clear whether users intend for these signals to be transmitted, or whether they even are aware of them. We do not change our tracking practices (which are explained in more detail under "Cookies" above) in response to DNT settings in your web browser.

Our third party partners, such as web analytics companies and third party ad networks, collect information about your online activities over time and across our Site and other online properties. These third parties do not change their tracking practices in response to DNT settings in your web browser and we do not obligate these parties to honor DNT

settings. We utilize Google Analytics for our web analytics and you can opt out of your Site usage data being included in our Google Analytics reports by visiting <https://tools.google.com/dlpage/gaoptout>.

External Websites

To the extent hyperlinks are utilized to access third-party sites, Users should be aware that these third-party sites are not controlled by Talen Energy and therefore are not subject to this Privacy Notice. Users should check the privacy policies of these individual sites to see how their Personal Information will be utilized by the proprietors of those third-party sites.

Security Features

Talen Energy has implemented a number of security features designed to prevent the unauthorized release of, or access to, Personal Information. For example, only authorized personnel are allocated access to any stored Personal Information Talen Energy may collect regarding its Users. Moreover, when a User registers online or accesses his or her account information through the Site, Talen Energy offers the User the ability to use a secure server. The secure server encrypts all information a User inputs during its transmission to Talen Energy.

Please be advised, however, that although Talen Energy has endeavored to create a secure and reliable Site for Users, the confidentiality of any communication or material transmitted to/from Talen Energy via the Site or email, or stored by us, is not and cannot be guaranteed.

If you create an account on our Site, you are responsible for maintaining the strict confidentiality of your account password, and you shall be responsible for any activity that occurs using your account credentials, whether or not you authorized such activity. Please notify us of any unauthorized use of your password or account or any other breach of security.

If we believe that the security of your Personal Information in our care may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we will endeavor to notify you as promptly as possible under the circumstances. If we have your email address, we may notify you by email. You consent to our use of email as a means of such notification.

Opt-Out Right

Talen Energy offers Users of the Site the ability to opt out of certain of our uses and disclosures of your Personal Information. For instance, a User can opt out of having their Personal Information used by Talen Energy or shared with third parties for marketing purposes. Users can opt out by checking the appropriate box when the data is collected, or may opt out at any time by writing to Talen Energy Customer Care, attention: Internet

/ Privacy Notice, 106 Maplewood Drive, Hazle Township, PA 18202; calling 888-289-7693; or emailing us at CustomerCare@talenergy.com and including “Internet/Privacy Notice” in the subject line. Please understand that it may take us a few days to process any opt out request (but no more than ten (10) business days) and that even if you opt out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and communications with us.

Access and Ability to Correct Personal Information

At any time, a User may contact Talen Energy via postal mail, email, or phone to request:

- a summary of any Personal Information retained by Talen Energy regarding such User,
- a change to the User’s personal data record maintained by Talen Energy, or
- removal of the User’s personal data record from Talen Energy’s database.

Users may send their requests by mail to Talen Energy Customer Care, attention: Internet / Privacy Notice, 106 Maplewood Drive, Hazle Township, PA 18202; calling 888-289-7693; or emailing us at CustomerCare@talenergy.com and including “Internet/Privacy Notice” in the subject line. In the event Talen Energy receives such a request, Talen Energy may require the User to confirm or verify any change to the User’s personal record. Your right to delete your information is subject to our record retention policies, back-up procedures, and federal and state regulations.

Collection of Personal Information from Children

The Site is not intended for individuals under the age of 18 (“children”).

Accordingly, Talen Energy will not knowingly collect or post Personal Information from children without parental or guardian consent. Moreover, Talen Energy will not knowingly use any Personal Information collected from children for any purpose whatsoever, including disclosure to any third party.

If a child provides us with personally identifiable information, a parent or guardian of that child may have that information deleted from our records (subject to our record retention and backup policies and procedures) by contacting us at Talen Energy Customer Care, attention: Internet / Privacy Notice, 106 Maplewood Drive, Hazle Township, PA 18202; calling 888-289-7693; or emailing us at CustomerCare@talenergy.com and including “Internet/Privacy Notice” in the subject line.

Future Changes to this Privacy Notice

Any modifications to this Privacy Notice will be posted in this space, and are effective when posted. Continued use of the Site after the Notice is modified constitutes acceptance of the changes. In some cases (for example, if we significantly expand our use or sharing of your Personal Information), we may also tell you about changes by

additional means, such as by sending an email to the email address we have on file for you. In some cases, we may request your consent to the changes.

Questions

Talen Energy welcomes questions or comments Users may have regarding this Privacy Notice or the use of your Personal Information. Please send any questions or comments to Talen Energy Customer Care, attention: Internet / Privacy Notice, 106 Maplewood Drive, Hazle Township, PA 18202; calling 888-289-7693; or emailing us at CustomerCare@talenergy.com and including "Internet/Privacy Notice" in the subject line.

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