



(BETA DRAFT) PRIVACY DISCLOSURES

Information Collection & Use

Registration

In order to use this Web site, you must first complete the registration form and create a user name and password. During registration you are required to give contact information (such as name and a verifiable email address). We use this information to identify you and/or contact you about the services on our site in which you have expressed interest.

You are required to provide demographic information (such as type of user [Homeowner, Appraiser, etc.]) to us; we encourage you to submit this information accurately so we can provide you a more personalized experience on our site.

You may optionally provide other related information if applicable (such as company name, position, professional license number, company address, company phone number, company website, company logo or property photos) to us; we encourage you to submit this information accurately so it can be reflected properly on any saved data, printed data or pdf created by you through this website.

Energy Sense Finance, LLC ("ESF") is the sole owner of the information collected through the PV Value® site. ESF collects personally identifiable information from users at several different points on the Web site.

System Valuation Forms

If you use the web application software to determine a PV system valuation on our site, we require that you provide certain information that may be personally identifiable, including your name, property information or PV system information. This information is necessary to process your request. We encrypt data submissions using secure socket layer technology (SSL).

Surveys

From time-to-time we may provide you the opportunity to participate in surveys on our site. If you participate, we will request certain personally identifiable information from you. Participation in these surveys is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and/or property/system information), and demographic information (such as zip code or type of user).

We may use a third party service provider to conduct these surveys. We will not share the personally identifiable information you provide through a survey with other third parties unless we give you prior notice and choice.

Uses of Information

The PV Value® site uses property, financial and PV system data to develop unique property specific valuation data. All data may be saved in our database in perpetuity and may be used to develop a database of PV system installations nationwide. Potential users of this database may include professionals involved in real estate transactions such as appraisers who need access to reliable and verifiable PV system data for the development of real property value for appraisal purposes. Providing this data is no guarantee that the property will be valued higher when a refinance or sales transaction occurs, however it allows the real estate professional to consider the information about the PV system for potential inclusion in the valuation development process. Without this database, the professional may not have timely access to relevant valuation data.



Communications from the Site

Updates

We will occasionally send you information on updates to the site. Out of respect for your privacy, we present the option to opt out of these types of communications in the email. Please select the opt-out option in the email to discontinue receiving future updates.

Newsletters

We may use your name and email address to send a newsletter to you from time to time. Out of respect for your privacy, we present the option to opt out of these types of communications in the email. Please select the opt-out option in the newsletter email to discontinue receiving future newsletters.

Service-related Announcements

We will send you strictly service-related announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email.

Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you have the option to deactivate your account (not available in beta).

Customer Service

Based upon the personally identifiable information you provide us, we will send you a welcoming email to verify your email address. We will also communicate with you in response to your inquiries, to provide the services you request, and to manage your account. We will communicate with you primarily by email unless we choose to communicate with you by phone and you have provided us with your phone number in advance and requested this direct communication.

Profile

We may store information that we collect through cookies, sessions, log files, clear gifs, web beacons, and/or third party sources to create a “profile” of your preferences. We may tie your personally identifiable information to information in the profile, in order to provide tailored marketing offers and to improve the content of the site for you.

We do not share your profile individually with other third parties. If shared, we share your profile in aggregate form only. This may be used to determine the number of unique users or number of unique requests to our site or aggregated data based on unique user provided data which could be shown on our site or in media releases. For example we may show the number of unique users by state or zip code without individually identifying you or your exact location.

Supplementation of Information

In order to provide certain valuation or marketing based services to you, we may on occasion supplement the personal information you submitted to us with information from third party sources.

ID or Address Verification for valuation based services

We may use a third party or third party software to verify your identity or address, in order to verify that you are who you say you are for purposes of maintaining a high level of data integrity. For example when a homeowner states they are the owner of the home and have installed a PV system recently, or when a solar installer states that they have recently installed a PV system for a homeowner we may choose to verify the identity or the property address to insure our data integrity is maintained. Please see our terms of use for information on how we use the Google Maps API to verify the integrity of address information. Google’s privacy policy may be accessed at <http://www.google.com/policies/privacy/>

Enhancement of Profile Information for marketing based services

We may purchase marketing data from third parties and add it to our existing user database, to better target our marketing and to provide pertinent offers in which we think you would be



interested. To enrich our Profiles of individual customers, we may tie this information to the personally identifiable information they have provided to us.

Information Sharing and Disclosure

Aggregate Information (non-personally identifiable)

We share aggregated demographic information about our user base with our partners and advertisers. This information does not identify individual users. This may be used for targeted add marketing or to develop aggregated user data for media purposes.

We do not link aggregate user data with personally identifiable information other than what is explained above under profile.

Personally identifiable information:

We May Share Personally Identifiable Information with Third Parties such as Google analytics for the purposes of determining the number of unique users or unique page views. This information may include location and/or device information. Please see the Google privacy policy on analytics for more information on what is collected and how it is used.

Service Providers

We use other third parties such as the U.S. Dept. of Energy's NREL API or Open Ei.org to provide solar resource calculations or local energy costs on our site. When you sign up and use PV Value, we will share property address and system information as necessary for the third party to provide that service.

Other Third Parties

Reserved

Legal Disclaimer

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 Web site. The legal proceeding or request may prohibit us from contacting you and informing you of this request.

Choice/Opt-out

If you no longer wish to receive our newsletter or update communications by email, you may opt-out of receiving them by following the instructions included in each newsletter or update communication.

Log Files

As is true of most Web sites, we may gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

We may link this automatically-collected data to personally identifiable information. IP addresses are tied to personally identifiable information to ensure our terms of service are complied with.

We may use Google Analytics, a third-party tracking service that uses cookies or log files or other means to track non-personally identifiable information about visitors to our site in the aggregate. The data collected may contain but may not be limited to device or location data which helps us improve your unique experience. Please see the Google Analytics privacy policy for more information.



Cookies

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We may use cookies on this site.

We use both session ID cookies and/or persistent cookies. We use session cookies to make it easier for you to navigate our site. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file.

We may set a persistent cookie to store your passwords, so you don't have to enter it more than once. Persistent cookies also enable us to track and target the interests of our users to enhance the experience on our site.

If you reject cookies your ability to use some areas of our site will be limited

Some of our business partners (e.g., advertisers) may use cookies on our site. We have no access to or control over these cookies. See "Third Party Advertisers."

This privacy statement covers the use of cookies by PV Value® only and does not cover the use of cookies by any advertisers. [See the "Third Party Advertisers" section.]

Clear Gifs (Web Beacons/Web Bugs)

We may employ a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help us better manage content on our site by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. We may tie the information gathered by clear gifs to our customers' personally identifiable information.

We may use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you would like to opt-out of these emails, please see "Choice and Opt-out."

Third Party Advertisers

Reserved.

Links to Other Sites

This Web site contains links to other sites that are not owned or controlled by ESF. Please be aware that we, ESF, are not responsible for the privacy practices of such other sites.

We encourage you to be aware when you leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information.

This privacy statement applies only to information collected by this Web site.

Co-branded sites

The PV Value® site is co-branded with the Ei Value™ site and information stored by one site may be shared with the other site.

Access to Personally Identifiable Information

If your personally identifiable information changes, or if you no longer desire our service, you may correct, update or deactivate it by making the change on our member profile. (deactivation not available in beta)



Security

The security of your personal information is important to us. When you enter sensitive information such as passwords on our registration or login forms, we encrypt that information using secure socket layer technology (SSL).

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

Business Transitions

In the event ESF goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. You will be notified via email or we will place a prominent notice on our Web site for 30 days of any such change in ownership or control of your personal information.

Changes in this Privacy Statement

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and/or other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

Contact Us

If you have any questions or suggestions regarding our privacy policy, please contact us at: info@pvvalue.com

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