

The
MADISON SUBURBAN UTILITY DISTRICT
Of Davidson County, Tennessee

October 10, 2025

SUBJECT: Privacy Policy

The Madison Suburban Utility District is committed to protecting the privacy of our customers. This privacy policy explains what personal information we collect, how we use it, with whom we share it, and the choices you have regarding our use of that information.

Information we collect

To provide reliable and efficient water utility services, we collect various types of information.

Personal and billing information

- **Contact information:** Name, service address, mailing address, email address, and phone number.
- **Account details:** Account numbers, billing history, and payment information.
- **Service records:** Information related to service requests, inquiries, and work orders.
- **Identification data:** Social Security numbers (if legally required), driver's license numbers, or other identifiers necessary for identity verification.

Water usage and infrastructure data

- **Water consumption data:** Information on your water usage, collected via traditional or advanced metering infrastructure (AMI), including real-time usage data, daily, weekly, or monthly usage patterns, and potential leak alerts.
- **Property and infrastructure data:** Information about your service lines and meter location, which may be collected through surveys, field assessments, and automated systems.

Website and digital interaction data

- **Usage data:** Information on how you interact with our website or customer portal, such as IP address, browser type, pages visited, and other performance metrics.
- **Cookies and tracking technologies:** We use cookies to enhance your online experience, remember your preferences, and gather data for website analytics. You can manage your cookie preferences through your browser settings.

How we use your information

We use the information we collect for the following purposes:

- **To provide and manage services:** To deliver a reliable water supply, bill you for services, process payments, and respond to your service requests.
- **For system maintenance and operations:** To operate and maintain our infrastructure, perform repairs, and plan for future upgrades.
- **To ensure safety and security:** To detect and prevent fraud, protect against unauthorized transactions, and respond to emergencies.
- **For regulatory compliance:** To comply with all federal, state, and local regulations, including requirements related to water quality, reporting, and public records requests.
- **For data analysis and improvement:** To analyze usage trends, improve operational efficiency, and develop strategies for water conservation.

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- **To communicate with you:** To send service-related notices, updates, billing information, and potentially for marketing or outreach purposes with your consent.

How we share your information

- **Service providers and contractors:** We use third-party vendors to perform essential business functions, such as billing services, meter reading, and website hosting. These partners are required to protect your information and are prohibited from using it for any other purpose.
- **Legal and regulatory requests:** We may disclose your information if required by law, such as in response to a court order, subpoena, or valid public records request.
- **Emergency services:** We may share information with emergency responders in situations that threaten life or property.
- **Aggregated or de-identified data:** We may share aggregated or de-identified data that cannot be used to identify any individual for research, analysis, and other business purposes.
- **Business transactions:** In the event of a merger, acquisition, or sale of all or a portion of our assets, customer information may be transferred to the successor entity.

We will not sell, trade, rent or share your personal information to third parties.

Your rights and choices

Depending on your location and applicable privacy laws, you may have specific rights regarding your personal data. These rights may include:

- **Access:** The right to request a copy of the personal information we hold about you.
- **Correction:** The right to request that we correct any inaccurate or incomplete information.
- **Deletion:** The right to request the deletion of your personal information, subject to legal limitations and requirements to retain data for specific business functions.
- **Objection:** The right to object to the processing of your data for certain purposes, such as direct marketing.
- **Consent withdrawal:** Where we have collected and processed your information based on your consent, you have the right to withdraw that consent at any time.

Data security

We implement reasonable and appropriate technical, administrative, and physical safeguards to protect your personal information from unauthorized access, loss, misuse, or alteration. These measures include data encryption, access controls, and secure servers.

Third-party websites

Our website may contain links to third-party sites essential to performing business practices. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites you visit.

Changes to this policy

We may update this privacy policy periodically to reflect changes in our practices or relevant laws. We will notify you of any material changes by posting the updated policy on our website and updating the "Effective Date" at the top of the policy.

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Contact us

If you have any questions, concerns, or requests regarding this privacy policy or your personal information, please contact us:

The Madison Suburban Utility District

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615-868-3201