

Privacy Policy

Last updated: June 8, 2026 • Effective date: June 8, 2026

This Privacy Policy describes how **Morehead Utility Plant Board** (“we,” “us,” or “our”) collects, uses, and protects information you provide when you visit or use our website located at **MUPB.com** (the “Site”). By using the Site, you agree to the practices described in this policy.

1. Information We Collect

We collect information in two ways: information you provide directly to us, and information collected automatically.

Information you provide:

- **Account registration and login.** If you create an account, we collect information such as your name, email address, telephone number, and a password you create. Your email address and telephone number may be used to send service notifications (such as outage alerts or billing reminders). This information is stored and managed by our third-party billing provider on our behalf.
- **Payment information.** If you make a payment through our Site, your payment is processed by a third-party payment processor (such as Stripe or PayPal). We do not store your credit card number or full payment details on our systems. We may retain a record of the transaction (amount, date, last four digits of card) for billing and audit purposes.

Information collected automatically:

- Standard web server logs, including your IP address, browser type, operating system, referring URL, and pages visited.
- Cookies or similar technologies used to maintain your logged-in session or remember preferences. You may configure your browser to reject cookies, though some features of the Site may not function properly as a result.

2. How We Use Your Information

We use the information we collect to:

- Create and manage your account and authenticate your identity;
- Send service-related notifications to your email address or telephone number, such as outage alerts, billing reminders, or account notices;
- Process payments and maintain transaction records;
- Maintain the security and operation of the Site;
- Comply with applicable legal obligations; and
- Communicate with you about your account or transactions when necessary.

We do not sell, rent, or trade your personal information to third parties for marketing purposes.

3. How We Share Your Information

We may share your information in the following limited circumstances:

- **Payment processors.** We share payment-related information with our third-party payment processor solely to complete your transaction. Their use of your data is governed by their own privacy policies.
- **Service providers.** We may engage third-party vendors who assist in operating our website or performing services on our behalf (such as hosting or email delivery). These parties are permitted to use your information only as necessary to provide those services.
- **Legal requirements.** We may disclose your information if required to do so by law, regulation, court order, or to protect the rights, property, or safety of our organization or others.
- **Business transfers.** In the event of a merger, acquisition, or sale of assets, user information may be transferred as part of that transaction.

4. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this policy, or as required by applicable law. Account information is retained for the life of your account and for a reasonable period afterward. Transaction records are retained as required for financial and legal compliance. Information held by our billing provider is subject to their retention practices.

5. Security

We implement reasonable administrative, technical, and physical safeguards to protect the information we collect from unauthorized access, disclosure, or misuse. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

6. Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies before providing any personal information.

7. Children's Privacy

Our Site is not directed to children under the age of 13, and we do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child under 13, we will delete it promptly.

8. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last updated" date at the top of this page. We encourage you to review this policy periodically to stay informed about how we protect your information. Continued use of the Site after any changes constitutes your acceptance of the revised policy.

9. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

Morehead Utility Plant Board
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Morehead, KY 40351
Email: it.admin@mupb.com
Phone: (606) 784-5538