



Gatby Ventures, Inc.
(713) 581-6553
3120 Southwest Fwy., Suite 101, PMB 25976,
Houston, TX 77098

Gatby Ventures, Inc.

Privacy Policy

Effective Date: January 22, 2026

Last Updated: January 22, 2026

This Privacy Policy explains how Gatby Ventures, Inc. (“**Gatby**,” “**we**,” “**us**,” or “**our**”) collects, uses, shares, and protects personal information when you access or use our website, applications, communications, and related services (collectively, the “**Services**”).

This Privacy Policy is incorporated by reference into the Gatby Terms of Service. Capitalized terms not defined here have the meanings set forth in the Terms of Service.

1. Who We Are

Gatby is a registered electricity broker and aggregator in Texas and is not a Retail Electric Provider (“REP”), electric utility, Transmission and Distribution Service Provider (“TDSP”), or billing entity. Electricity service is provided solely by licensed REPs under their own terms and conditions.

2. Information We Collect

We collect information you provide directly, information generated through your use of the Services, and information obtained from third parties as authorized by you.

2.1 Information You Provide

This may include:

- Identifiers such as name, email address, phone number, mailing address, and service address(es)
- Account credentials and preferences
- Enrollment and authorization records, including agency authorizations



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- Communications with Gatby customer support
- Payment-related instructions only if you separately opt in to a payment-facilitation feature (payment credentials are transmitted to REPs or their processors and are not retained by Gatby unless required for service delivery)

2.2 Electricity Service and Usage Information (Only When Authorized)

If you separately authorize usage access (for example, through Smart Meter Texas or a Letter of Authorization), we may collect:

- Electric Service Identifier(s) (“ESI ID(s)”)
- Service address and TDSP information
- Electricity usage and interval data
- Billing determinants and copies of bills
- Enrollment, renewal, transfer, or switch status with REPs

Enrollment in Autopilot alone does not authorize Gatby to access electricity usage data.

2.3 Automatically Collected Information

When you use the Services, we may collect:

- Device identifiers, IP address, browser type, operating system
- Log data and usage analytics
- Cookies and similar technologies (see Section 10)

2.4 Publicly Available Information

Gatby may also collect, use, and display publicly available, aggregated, or anonymized energy market data that does not identify any individual or household, including data obtained from governmental or public sources.

Use of the Data Hub does not involve the collection of personal information about visitors and does not create a customer relationship unless the visitor separately enrolls in Gatby Services.



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3. How We Use Information

We use personal information to:

- Provide, operate, and improve the Services
- Facilitate electricity plan comparison, enrollment, renewal, transfer, move-in, or switching with licensed REPs
- Administer the Autopilot program when you opt in
- Obtain and analyze electricity usage data only when you authorize us to do so
- Communicate with you regarding enrollment status, plan details, renewals, switches, and customer support
- Comply with legal, regulatory, and contractual obligations
- Detect fraud, secure our systems, and enforce our Terms of Service

We do not use electricity usage data or payment information for unrelated marketing purposes.

4. Smart Meter Texas and Electricity Usage Data

Smart Meter Texas (“SMT”) is a shared data platform operated by Texas TDSPs that provides authorized access to electricity usage, meter, and premise data.

- Gatby accesses SMT data only with your authorization
 - Access is governed by SMT rules and terms
 - Usage data is used solely to provide the Services you request
 - You may revoke SMT authorization at any time through SMT
 - Ending SMT authorization may limit certain features but does not affect your electricity contract with your REP
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5. How We Share Information

We share personal information only as necessary to provide the Services or comply with law.

5.1 Retail Electric Providers

We share relevant information with licensed REPs to:

- Submit enrollments, renewals, transfers, move-ins, or switches
- Manage your electricity service
- Enable billing, Autopay, or account setup (if you opt in)

5.2 TDSPs, Smart Meter Texas, and ERCOT

We share information as required to:

- Obtain authorized usage data
- Verify service eligibility
- Comply with market rules

5.3 Service Providers

We share information with vendors that provide services such as:

- Cloud hosting
- Analytics
- Communications (email, SMS)
- Security and fraud prevention

These providers may use information only to perform services for Gatby.

5.4 Legal and Regulatory Disclosures

We may disclose information:

- To comply with law, regulation, subpoena, or legal process
- To protect rights, safety, or property



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- In connection with a corporate transaction (merger, acquisition, sale of assets)

5.5 No Sale of Personal Information

Gatby does not sell personal information.

6. Data Retention

We retain personal information for as long as reasonably necessary to:

- Provide the Services
- Administer Autopilot
- Comply with legal and regulatory obligations
- Resolve disputes
- Enforce our agreements

We may retain and use aggregated or anonymized data indefinitely.

7. Your Choices and Rights

7.1 Communications

- You may opt out of marketing emails or texts at any time
- Transactional and service communications may continue while you use the Services

7.2 Data Access and Deletion

You may request access to, correction of, or deletion of your personal information, subject to legal and operational limitations.

7.3 Revoking Authorizations

You may revoke:

- Autopilot agency authority



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- Usage access authorization
- Optional payment facilitation

Revocation applies prospectively.

8. Children under 13

The Services are not directed to children under 13, and Gatby does not knowingly collect personal information from children.

9. Security

We use commercially reasonable administrative, technical, and physical safeguards to protect personal information. No system is completely secure, and we cannot guarantee absolute security.

10. Cookies and Tracking Technologies

We use cookies and similar technologies to operate and improve the Services. You may manage cookie preferences through your browser settings.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates are effective when posted or communicated to you. Continued use of the Services constitutes acceptance of the revised policy.

12. Contact Us

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