

## COLTONTEL VIDEO PRIVACY NOTICE

As a subscriber to digital television service provided by COLTONTEL, you are entitled under Section 631 of the Cable Communications Policy Act of 1984 (the "Cable Act") to know the following:

- The limitations imposed by the Cable Act upon cable operators in the collection and disclosure of personally identifiable information about subscribers;
- The nature of personally identifiable information we collect; the nature of the use of personally identifiable information;
- Under what conditions and circumstances we may disclose personally identifiable information and to whom;
- The period during which we maintain personally identifiable information;
- The times and place at which you may have access to your personally identifiable information; and
- Your rights under the Cable Act concerning personally identifiable information and its collection and disclosure.

In this notice, the terms "we," "us," or "our" refer to COLTONTEL. The term "you" refers to you as a subscriber to our digital television service or other service.

**Collection and Use of Personally Identifiable Information:** The Cable Act applies to personally identifiable information that you have furnished to COLTONTEL, or that COLTONTEL has collected using the digital television system, in connection with the provision of digital television service or other service. This notice applies to our digital television service. Personally identifiable information is information that identifies a particular person; it does not include aggregate data that does not identify a particular person or persons.

The Cable Act authorizes COLTONTEL as a digital television operator to use the digital television system to collect personally identifiable information concerning any subscriber for the following purposes:

- In order to obtain information necessary to render our digital television service or other services to our subscribers; and
- To detect unauthorized reception of digital television communications.

COLTONTEL also collects certain personally identifiable information that our subscribers furnish to us in connection with the provision of digital television service or other services. In order to provide reliable, high quality service to you, we keep regular business records containing information about you that may constitute personally identifiable information. These records include some, but typically not all, of the following information: your name, service address, billing address, email address, telephone number, driver's license number, social security number, bank account number, credit card number, and other similar account information.

We also collect and maintain certain other information about your account. For example, this information may include billing, payment and deposit history, service information, customer correspondence and communications records, maintenance and complaint information, records indicating the number of television sets and devices connected to our digital television system, and the service option you have chosen. Additionally, if you rent your residence, we may have a record of whether the landlord permission was required prior to installing our digital television facilities as well as your landlord's name and address.

When you use interactive or other transactional television services, the digital television system automatically collects certain information on your use of these services. Most of this information is not personally identifiable information and it is simply used, for example, to carry out a particular request you make using your remote control or converter/descrambler. In order to carry out a particular request you make to watch a pay-per-view program, the digital television system may collect certain personally identifiable information. This information typically consists of account and billing-related information such as the pay-per-view programs so that you may be properly billed for them.

We also maintain records of research concerning subscriber satisfaction and viewing habits, which are obtained from subscriber interviews and questionnaires. We collect, maintain, and use personally identifiable information as permitted by the Cable Act.

We use this information primarily to conduct business activities related to providing you with our digital television service and other services, and to help us detect theft of service.

Generally speaking, we use personally identifiable information in connection with billing and collections, administration, surveys, marketing, service delivery and customization, maintenance and operations, and fraud prevention. More specifically, we also use personally identifiable information to:

- Install, operate, provide, and maintain our digital television service and other services;
- Confirm you are receiving the level(s) of service requested and are properly billed;
- Identify you when changes are made to your account or services;
- Inform you of new products or services that may be of interest to you;
- Understand the use of, and identify improvements to, our services;
- Detect unauthorized reception of our services;
- Determine whether applicable policies and terms of service are being violated;
- Configure cable service-related devices; and
- Comply with law.

**Disclosure of Personally Identifiable Information:** COLTONTEL considers the personally identifiable information contained in our business records to be confidential. We do not sell or give our subscriber information to commercial or charitable organizations.

The Cable Act authorizes COLTONTEL as a digital television operator to disclose personally identifiable information concerning any subscriber for the following purposes if the disclosure is:

- Necessary to render, or conduct a legitimate business activity related to, the digital television service or other services provided to the subscriber; or
- Required by law or legal process (as described below in this notice).

The Cable Act prohibits us from disclosing personally identifiable information concerning any subscriber for any purposes other than those listed above without the subscriber's prior written or electronic consent.

We may disclose personally identifiable information as provided for in the Cable Act when it is necessary to render, or conduct a legitimate business activity related to, the digital television service or other services we provide to you. These kinds of disclosures typically involve billing and collections, administration, surveys, marketing, service delivery and customization, maintenance and operations, and fraud prevention, for example.

The types of persons to whom information about you may be disclosed in the course of providing digital television service to you include the employees of COLTONTEL, repair and installation subcontractors, sales representatives, accountants, billing and collection services and credit reporting agencies, and authorized representatives of governmental bodies.

**Disclosure of Information to Government Entities and Other Legal Process:** We make every reasonable effort to protect subscriber privacy as described in this notice. Nevertheless, we may be required by law to disclose personally identifiable information about a subscriber without his or her consent and without notice in order to comply with a valid legal process such as a subpoena, court order, or search warrant.

The Cable Act requires COLTONTEL as a digital television operator to disclose personally identifiable information to a third party or governmental entity in response to a court order. If the court order is sought by a non-governmental entity, we are required to notify the subscriber of the court order. If the court order is sought by a governmental entity, the Cable Act requires that the digital television subscriber be afforded the opportunity to appear and contest in a court proceeding relevant to the court order any claims made in support of the court order. At such a proceeding, the Cable Act requires the governmental entity to offer clear and convincing evidence that the subject of the information is reasonably suspected of engaging in criminal activity and that the information sought would be material evidence in the case.

We may also use or disclose personally identifiable information about you without your consent to protect our members, employees, or property, in emergency situations, and to enforce our rights under our terms of service and policies, in court or elsewhere.

We follow industry-standard practices to take such actions as are necessary to prevent unauthorized access to personally identifiable information by a person other than the subscriber or us. However, we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose personally identifiable information.

**Time Period That We Retain Personally Identifiable Information:** COLTONTEL maintains personally identifiable information about you in our regular business records while you are a subscriber to our digital television service or other services.

We also maintain this information for a period of time after you are no longer a subscriber if the information is necessary for the purposes for which it was collected or to satisfy legal requirements. These purposes typically include business, legal, or tax purposes.

If there are no pending requests, orders, or court orders for access to this personally identifiable information, we will destroy the information after it is no longer necessary for the purpose for which it was collected.

**Access To Records:** Under the Cable Act, you have the right to inspect the records of a Digital Television Operator that contain personally identifiable information about you and correct any errors in such information. If you wish to inspect these records, please notify COLTONTEL in writing and an appointment will be arranged during our regular business hours.

You will only be permitted to examine records that contain personally identifiable information about you and no one else. We will correct our records if you make a reasonable showing that any of the personally identifiable information we have collected about you is inaccurate. COLTONTEL reserves the right to charge you for the cost of photocopying any documents that you request.

**Your Rights Under The Cable Act:** If you believe that you have been aggrieved by any act of ours in violation of the Cable Act, you may enforce the limitations imposed on us by the Cable Act with respect to your personally identifiable information through a civil lawsuit seeking damages, attorney's fees, and litigation costs. Other rights and remedies may be available to you under federal or other applicable laws as well.

As required by the Cable Act, we will provide you with a copy of our subscriber privacy notice annually. We may modify this notice at any time. We will notify you of any material changes through written, electronic, or other means as permitted by law.

If you find the changes unacceptable, you have the right to cancel service. If you continue to use the service following notice of the changes, we will consider that to be your acceptance of and consent to the changes.