

## CABLE SUBSCRIBER PRIVACY NOTICE

The Communications Act requires cable companies to inform their subscribers of certain matters annually. If you are a subscriber of OPTURA cable service, we want to make you aware of the following:

### 1. Collection:

The Communications Act requires us to inform you of the nature of personally identifiable customer information that is collected and the nature of the use we make of such information. Generally, the Communications Act permits us to collect and use only the information needed for the business of providing cable and other services to customers. In order that we may continue to provide reliable, quality service and maintain adequate records, we keep regular business records containing your name, service address, billing address, if different, telephone numbers (home and business), credit card information (as required for payment for services), account number, installation, billing, payment, deposit, complaint and service records, equipment records, records of information you have furnished to us, such as the location and number of television sets connected to cable and the service options you have chosen. Such records may also include your place of employment, whether you own or lease your residence, name and address of your landlord, identification card numbers (such as driver's license and/or social security number) and other personally identifiable information. We use this information to sell, maintain, disconnect and reconnect cable television services, to make sure that you are being billed properly for the services you receive; to maintain financial, account, tax, service and property records including records required by the terms of our franchise; to provide information to you regarding products and services offered by us or third parties; and for the purposes such as described below. We take reasonable precautions to prevent unauthorized access to this information.

### 2. Disclosure:

The Communications Act allows us to collect personally identifiable information and to disclose to a third party only if (a) you consent in advance in writing or electronically; (b) disclosure is necessary to render cable service and other services we provide to you and related business activities; (c) disclosure is required pursuant to a court order and you are notified of such order; or for (d) mailing lists as described below. The Communications Act requires us to inform you of the nature, frequency and purpose of any disclosure which may be made of such information, including an identification of the types of persons to whom the disclosure may be made. We may make your records available to employees, agents and contractors to install, market, provide, or audit cable service and to measure viewership and customer satisfaction on each occasion access is needed for the specific job at hand. Access for these purposes is routine, and does not occur with any specific frequency. We may also occasionally release our customer list to distributors each month for sending program guides; to programmers for marketing and promotions of their service carried on our system; to potential purchasers in connection with a system sale which occurs only at the time such sale is contemplated; to franchising authorities to demonstrate compliance with the franchise when requested; to mailing services as needed for system related mailings; and to collection services if required to collect past due bills at such time as bills are submitted for collection. Where utilized, customer information also is disclosed to our bill payment lock box service each month as necessary for processing customer payments.

### 3. Mailing lists:

Although we do not sell our customer list or otherwise disclose it to commercial or charitable users at the present time, the Communications Act allows us to disclose your name and address for mailing lists and other purposes unless you object in writing. Should we make any such disclosure in the future, we will not disclose the content of your viewing or use of a particular service or the nature of any transaction you make over the cable system, but we may disclose that you are among those who subscribe to a particular service.

### 4. Retention:

The Communications Act requires us to inform you concerning the period during which we will retain information. As required by the Communications Act, we destroy customer information that is no longer necessary for the purpose for which it is collected unless there is a legitimate request or order to inspect the information still outstanding. The information that you have provided us upon installation of service is maintained in our management information system and billing systems, and is updated as new information is added. Accounting and billing records are retained for as long as necessary for business purposes. Routine paper records necessary to render, or conduct, a legitimate business activity related to the cable service or other service provided you as a customer are kept in accordance with the local cable company's voluntarily adopted document retention program. Paper records such as work orders and records of technical maintenance and service you are provided with are retained for as long as necessary for business purposes. Records relating to involuntary disconnects are kept indefinitely to facilitate collection and are updated as new information is added.

### 5. Disclosure by Court Order;

The Communications Act also provides that the government may obtain disclosure of personally identifiable information by court order, if it offers evidence that such records are material to criminal activity, and if you are given the opportunity to appear and contest the evidence.

### 6. Customer Rights:

As described above, the Communications Act established your rights as a customer and the limits upon the cable operator with respect to the collection and disclosure of customer information. You have the right to inspect our records that contain information about you and to correct any error in our information. If you wish to review your system record, please contact our office at 309-778-8611 for an appointment.