

## **NORWOOD LIGHT BROADBAND**

### **Customer Privacy Notice**

Federal law (47 U.S.c. § 551) protects the privacy of subscribers of cable services. Under the law, you're entitled to notice informing you of NLD's cable information collection and disclosure practices, including:

- (A) The nature of personally identifiable information collected or to be collected with respect to the subscriber and the nature of the use of such information;
- (B) 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;
- (C) The period during which such information will be maintained by NLD;
- (D) The times and places at which the subscriber may have access to such information; and (E) the limitations with respect to the collection and disclosure of information by NLD and the right of the subscriber to enforce such limitations.

This law relates only to personally identifiable information.

In order to operate efficiently, NLD will keep regular business records containing the following types of personally identifiable information: your name, address, telephone numbers, Social Security number, credit information, and subscriber correspondence. NLD's records also will include information concerning billing and payments, damage and security deposits, maintenance and repairs, the number of television sets in your home, the service options you have chosen, and the number of converters or other equipment installed in your home by NLD or its subcontractors. NLD also may keep records of market research involving customer satisfaction with NLD's provision of cable service and the subscriber's viewing habits. This information would be collected from subscriber interviews and questionnaires. Pay-per-view ordering information also will be maintained by NLD. For subscribers who rent their homes, NLD also may keep records on whether your landlord granted permission to install cable facilities and equipment needed to provide service to your home and your landlord's name and address.

Without the prior written or electronic consent, NLD cannot collect personal information over the cable system unless the information is necessary to render cable service or other service provided by NLD to you or to determine whether you are being billed properly for the services that you are receiving.

NLD considers the cable subscriber information contained in its business records to be confidential. Even though NLD is a public entity and is subject to State public records laws, you can be assured that the personally identifiable information will remain confidential. Federal law provides additional protections to cable subscribers regarding the disclosure of personally identifiable information. NLD cannot disclose personally identifiable information concerning any subscriber without the prior written or electronic consent of the subscriber concerned. NLD also is required to take such actions as are necessary to prevent unauthorized access to such information by a person other than the subscriber or NLD. Except, however, NLD may disclose personally identifiable information if the disclosure is necessary to render or conduct a legitimate business activity related to a cable service or other service provided by NLD to you; or disclosure is made pursuant to a court order authorizing such disclosure, if you are notified of such order by the person to whom the order is directed. NLD also may disclose the names and addresses of subscribers to any Cable TV or other service, if:

(A) NLD has provided you with the opportunity to prohibit or limit such disclosure, and (B) the disclosure does not reveal, directly or indirectly, the-

(1) Extent of any viewing or other use by you of a cable service or other service provided by NLD, or

(2) The nature of any transaction made by you over NLD's cable system.

NLD's business records and any personally identifiable information contained therein will be used generally to ensure that you are being billed properly for the services you are receiving, to send to you pertinent information regarding your cable service, to improve the quality of services NLD provides, and for tax and accounting purposes. More specifically, the information in NLD's records will be used to sell, install, maintain and disconnect cable services, and to bill and collect service-related charges, to measure subscriber satisfaction and improved marketing and program decisions, to mail related materials, to ensure compliance with all relevant laws and contractual obligations, and to answer questions from our subscribers.

The types of persons to whom information about you may be disclosed in the course of NLD's cable business include NLD's employees and agents.

Information for billing purposes and program mailings generally will be provided on a monthly basis. Information for other purposes will be provided as needed. NLD will maintain information about you for as long as you remain a cable subscriber and for 15 years thereafter for purposes of complying with tax and accounting requirements.

Unless you object, federal law allows NLD to disclose information to others, including advertisers and direct mail or telemarketers for non-cable related purposes, including product advertising, direct marketing and research. Disclosure for such purposes is limited to your name, address and the particular services to which you subscribe. This information cannot include the extent of your viewing or use of a particular service or the nature of any transaction you may make over the cable system. If you do not wish for NLD to provide your name for such purposes, you may contact NLD to have your name and address removed from any such list.

Other than information provided to regulatory authorities in furtherance of NLD's legitimate business purposes, NLD shall not make personally-identifiable information available to other government authorities except by court order, in which case, NLD will provide you with notice prior to responding to such court order. At any such court proceeding, federal law requires the government agency to offer clear and convincing evidence that the information sought is reasonably suspected of engaging in criminal activity and that the information would be material evidence in the case. You, as the subject of the information will be afforded the opportunity to appear and attest the agency's claim.

You have the right to inspect NLD's records that contain information about you and to correct any errors to such information contained in our records. You may contact NLD to arrange for an appointment to come to the office during NLD's normal business hours to inspect the records. Should you believe that NLD has not complied with the laws governing collection, disclosure, and retention of personally identifiable information, you have the right to bring a civil action for damages against NLD in the United States District Court.