

## **Your Privacy is Important to You – and to us**

### **Notice to Subscribers of Their Privacy Rights Under the Cable Communications Policy of 1984**

We would like you to know your rights to personal privacy as a cable/video subscriber.

#### **Your right to review personal information**

Under the Cable Communications Policy of 1984, all personally identifiable information concerning you on file at your local cable/video company is available for your review during normal business hours. Just call us to make an appointment.

#### **Pertinent personal information**

The personally identifiable information that's important to us includes such things as your name, address, phone number, deposit, payment records, service options you have chosen and the number of television sets in your household that are connected with our service. Such information is collected and used for billing service, programming, marketing and other cable/video related purposes. Further, such information may be collected and disclosed by your local cable/video company during the period of time that you are receiving service from it, as well as, for a reasonable amount of time thereafter in order to do such things as to follow up billing. The cable/video company will destroy the personally identifiable information when the information is no longer necessary to conduct cable/video related activities.

#### **Personal privacy protection**

Your cable/video company will strive to protect your privacy and not release personal information relating to you except to those businesses or individuals to which it is lawfully permitted to do so. We will also refuse to disclose any personal information pertaining to you to a governmental agency unless forced to do so by a court order. But, we will notify you before responding to such requests in order to give you a chance to contest the order as permitted to do so by law.

#### **Noncompliance**

If you believe we have violated any of your privacy rights as established by the new law, in addition to other remedies that may be available to you, you may bring a civil action against us in a United States District Court.

**Thank you** for allowing us to discuss your rights to privacy as a cable/video subscriber. Keeping you informed is important to our continuing effort to provide you with better quality Cable or Video TV service.