

# LakeNet LLC Privacy Policy

Revised 2/14/2017

LakeNet LLC (“LakeNet”) is committed to protecting your privacy in accordance with applicable law. That is why we have adopted this Privacy Policy in regards to all LakeNet TV, phone, Internet and similar services (the “Services”). This Privacy Policy statement describes our collection, use, disclosure and retention of information about you and others who use the Services (“Users”), how you may review and correct errors to that information, and enforcement of your rights regarding personal information.

## COLLECTION OF SUBSCRIBER INFORMATION

Information about our subscribers is collected as necessary to provide the Services and to detect unauthorized of the Services. In order to provide reliable, high quality service to you, we keep regular business records containing information that you provide such as your name, address, email address, telephone number, identifying information, financial information and other similar information. We collect and maintain information about your account such as billing, payment and deposit history, maintenance and complaint information, and the Service options you have chosen. We may maintain records of research concerning subscriber satisfaction and viewing habits, which are obtained from subscriber interviews and questionnaires.

We use this information to:

- Install, operate and maintain the Services
- Confirm you are receiving the level(s) of Service requested and are properly billed
- Identify you when changes are made to your account
- Inform you of new products or services that may be of interest to you
- Detect unauthorized reception of the Service
- Determine whether applicable policies and terms of service are being violated
- Configure Service-related devices
- Comply with the law
- As otherwise necessary, provide the Services or otherwise conduct business related to the Services

Except as otherwise provided in this Privacy Notice, LakeNet’s Acceptable Use Policy, and the applicable Terms and Conditions, LakeNet does not assume any responsibility, control, oversight, ownership or other interest in the email messages, websites, specific Internet usage history, voicemail, content or other electronic data of its Users; provided that LakeNet is permitted to use such information as necessary for LakeNet to bill Users and to provide the Services. Even if such electronic information is stored in, contained on, or transmitted over property, equipment or facilities of LakeNet, LakeNet shall not have any responsibility, control, oversight, ownership, or other interest in such information; users are and shall remain solely responsible for such electronic information.

## INTERNET AND PHONE PRIVACY

LakeNet does not use, share, or sell a User’s email messages, website browsing, specific Internet usage history, voicemail, or other electronic data generated from a User’s Internet and phone Service. LakeNet does not control or monitor a User’s actions with respect to such User’s Internet and phone activities, but LakeNet may control or monitor certain information related to its Internet and phone Services in order to provide, support, optimize such Services, comply with the law, and meet its obligations with respect to such Services.

## DISCLOSURE OF INFORMATION

Personally identifiable information will only be disclosed for legitimate business activities related to the Services including, for example: Billing and collections, Administration, Surveys, Marketing, Maintenance, Fraud prevention, Comply with the law. Although we make every reasonable effort to preserve your privacy as described, we cooperate with law enforcement, including without limitation under subpoena, court order, or search warrant. In such event, we will take reasonable steps to notify you before we respond if we are permitted

to do so by law. LakeNet may also be required by state and federal law to disclose personally identifiable information about you that is contained in its business records as directed by state or federal law without your consent. We may also use or disclose personally identifiable information about you without your consent to protect our customers, employees, or property, in emergency situations or to enforce our rights in court or elsewhere. We reserve the right to include usage information in aggregate formats, such as ratings surveys and other statistical reports, so long as such information does not personally identify you, your particular viewing habits, or the nature of any transaction you have made using the Services.

#### NOTICE CONCERNING CUSTOMER PROPRIETARY NETWORK INFORMATION

In addition to the provisions of this Privacy Notice, Federal law protects your privacy rights as a customer of LakeNet's phone Services. These rights are in addition to the existing safeguards that LakeNet already has in place to protect your privacy rights. The Federal Communications Commission (FCC) requires LakeNet to notify you of your right to restrict the use of your Customer Proprietary Network Information (CPNI).

Customer Proprietary Network Information (CPNI) is personally identifiable information that a telecommunications carrier collects when providing phone services to a customer. CPNI typically consists of telephone numbers you have called, call duration and timing of those calls, as well as call frequency and any call management services you use.

**Permitted Use of CPNI by a Telephone Company Without Your Permission:** LakeNet may use CPNI for certain purposes without your permission, including marketing. LakeNet may also use CPNI to respond to your inquiry regarding Services you currently use or related services offered. In addition, we may use CPNI in connection with repair and maintenance services, billing and collection, to protect our property and to prevent fraud.

**Additional Information Regarding Your CPNI Rights:** You have the right to deny or withdraw access to CPNI at any time or to instruct us to disclose CPNI to unaffiliated third parties by written request. Any approval or denial for the use of CPNI is valid until you affirmatively revoke or limit such approval or denial. A denial of your approval will not affect the Services to which you subscribe.

LakeNet reserves the right to modify this Privacy Notice at any time. We will notify you of any material changes via written, electronic, or other means permitted by law. If you find the changes unacceptable, you have the right to cancel the Services. If you continue to use the Services after receiving notice of such changes, we will consider that as your acceptance of the changes.