

## **Hotwire Communications' Cable Privacy Policy**

### **Terms of Use**

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The Federal Cable Communications Policy Act of 1984 and the Cable Television Consumer Act of 1992 contain certain provisions regarding the collection and disclosure of personally identifiable information by cable television operators.

The following sets forth our Privacy Policy statement for cable television service and describes our collection, use, disclosure and retention of information about our customers, how our customers may review and correct errors to their information, and the enforcement of customer rights regarding personal information.

### **Collection of Subscriber Information**

Hotwire Communications ("Hotwire," "we," or "us") uses a cable system to collect personally identifiable information about subscribers, as necessary, in order to render the services and service features, to detect unauthorized reception or use of the services, and as disclosed in this Privacy Policy. In order to provide reliable, high-quality service to our customers, Hotwire keeps regular business records containing information such as names, addresses, email addresses, telephone numbers, driver's license numbers, social security numbers, bank account numbers, credit card numbers, credit histories and other information. We collect and maintain information about customer accounts such as billing, payment and deposit history, maintenance and complaint information, records indicating the number of television sets connected to the cable system and the service options the customer has chosen. In addition, Hotwire may combine personally identifiable information, collected as a part of regular business records, with personally identifiable information obtained from third parties for the purpose of creating an enhanced database to use in marketing efforts and other activities. Hotwire maintains records of research efforts concerning subscriber satisfaction and viewing habits,

obtained from subscriber interviews and questionnaires.

Hotwire uses this information to:

- install, operate and maintain the services;
- confirm customer is receiving the level(s) of service requested and is being properly billed;
- inform customer when changes are made to an account;
- inform customer of new products or services that may be of interest;
- detect unauthorized reception of the services;
- determine whether applicable policies and terms of service are being violated;
- configure cable service-related devices;
- comply with applicable law; and/or
- as otherwise necessary to provide the services.

### **Disclosure of Information**

Hotwire also uses and discloses personally identifiable information for other legitimate business activities related to the service including, such as

- billing and collections;
- administration;
- surveys;
- marketing;
- maintenance; and/or
- fraud prevention.

In addition, Hotwire sometimes discloses personally identifiable information about our customers to our affiliates or to others (such as employees, contractors, and/or agents for internal business purposes) as well as outside auditors, professional advisors, service providers, potential business transition partners, regulators and franchise authorities with or without your written consent if necessary to render the service or to conduct a legitimate business activity related to the service. Hotwire may disclose your name and address to third parties (for example, on a mailing list), but you may prohibit or limit this

kind of disclosure by contacting Hotwire by telephone at 800-355-5668. In no case will the disclosure of name and address in this manner reveal, directly or indirectly, the extent of any viewing or other use by customer of the service or the nature of any transaction made over our cable system. The frequency of any information disclosure varies in accordance with Hotwire's business needs and activities.

Although we make every reasonable effort to preserve your privacy as described in this Privacy Policy, we will disclose personally identifiable information about you, without consent, when required by law, in order to comply with a valid legal process such as a subpoena, court order, or search warrant. Hotwire may also use or disclose personally identifiable information about our customers without consent to protect customers, employees, or property, in emergency situations, to enforce our rights in court or elsewhere, or directly with customers, and for violations of the service's terms and conditions and policies.

Hotwire reserves the right to include information about our customers in collective or aggregate formats, such as ratings surveys and other statistical reports, which do not personally identify customers, customers' viewing habits, and/or the nature of any transaction made over the cable system.

In the event Hotwire engages a business transition, such as a merger, acquisition, or sale of all assets or a portion thereof, customers' personally identifiable information will, in most instances, be part of the assets transferred. If, as a result of the business transition, this Privacy Policy will be changed, you should refer to the Notices and Changes to Privacy Policy section. Aggregate information may also be transferred in connection with a business transition.

### **Security**

Hotwire takes reasonable security precautions to protect personally identifiable information collected on the services through unauthorized access, use, and disclosure. For example, Hotwire stores billing records on computers in a controlled and secure environment. However, we cannot guarantee that security precautions will prevent every unauthorized attempt to access, use, or disclose customers' personally identifiable information.

### **Mailing Lists**

From time to time Hotwire may disclose customer names and addresses for mailing lists in connection with the promotion of Hotwire's products and services and other legitimate business activities. If you wish to remove your name from such lists or limit the use of your name and address at any time, please contact us in writing to the attention of Customer Service, Hotwire Communications, P.O. Box 298, Wynnewood, PA 19096 or by telephone at 800-355-5668. Please remember to include your name and address, your account number, and a daytime telephone number where you can be reached in the event we have any questions about your request. The written request should be signed by the person who is identified in our billing records as the subscriber. If you have a joint account, a request by one party will apply to the entire account. If you have multiple

accounts your notice must identify each account covered by the request.

### **Retention of Information**

Hotwire will maintain most, if not all, of the personally identifiable information we have collected during the time a customer is a subscriber. Hotwire will make a reasonable attempt to destroy the information after a period of time following the termination of a customer account, if the purpose for which the information collected has been accomplished and we no longer have a need to retain the information for compliance with applicable law, taxation, or other legitimate business activities.

### **Right to Review and Correct Information**

You may examine and make copies of (at your own cost) any information created relating to your account at Hotwire's office upon reasonable notice and during regular business hours. If you wish to inspect those records, please contact us by mail or telephone at 800-355-5668. Please give Hotwire a reasonable amount of time to locate and, if necessary, prepare the information for review and arrange an appointment during regular business hours. Only records that contain information about your account, and no one else, will be permitted to be examined.

Hotwire will correct records if you make a reasonable showing that any of the information is inaccurate.

### **Enforcement**

You may enforce the limitations imposed on Hotwire by federal and state law with respect to the collection and disclosure of personally identifiable subscriber information through a civil action under federal law, in addition to other rights and remedies that may be available under federal or other applicable state laws.

### **Notices and Changes to Privacy Policy**

As required by federal law, we will notify our customers of our Privacy Policy annually. We reserve the right to modify this policy at any time. We will notify customers of any material changes via written mail, electronic mail, or other means permitted by law. If the changes are found to be unacceptable, a customer has the right to cancel service. Continuing to use the service following notice of modification will be considered by Hotwire to be your acceptance of the change.