

# Subscriber Privacy Notice

As a subscriber to cable service from Bresnan Communications, LLC, you are entitled under Section 631 of the Cable Communications Policy Act of 1984 (the "Cable Act") to know the limitations imposed upon cable operators in the collection and disclosure of personally identifiable subscriber information, the type of personally identifiable information we collect, how we use subscriber information, under what conditions we may disclose such information, the period during which we maintain it and the rights of subscribers concerning such information and its disclosure. As used in this notice "Bresnan," "we," "us," "our," and similar terms refer to Bresnan Communications, LLC and any entity controlling, controlled by or under common control with Bresnan Communications, LLC. This law relates only to personally identifiable information.

## 1. COLLECTION & USE

To continue providing reliable and high quality service to you, we keep regular business records that contain the following types of personally identifiable information: your name, service address, billing address (if different), telephone numbers, social security number, credit information, driver's license number and subscriber correspondence. Our records include information on billing, payment, damage and security deposits, maintenance and repairs, how many television sets are in your home, the service options you have chosen, the pay-per-view movies and events you have ordered, and the number and location of converters or other cable equipment installed in your home. We maintain records of research concerning subscriber satisfaction and viewing habits, which are obtained from subscriber interviews and questionnaires. In addition, we may combine personally identifiable subscriber information, which we collect as part of our regular business records with personally identifiable information obtained from third parties for the purpose of creating an enhanced personal database to use in marketing and other activities. Additionally, if you rent your home, we may have a record of whether landlord permission was required prior to installing our cable facilities as well as your landlord's name and address. When you use interactive television services, the cable system automatically collects information on your use of such services, including information on the choices that a subscriber makes from the range of services offered, including the programs you view or services you order on the cable system, and the time that you actually use the services or view the programs. Information concerning the use of other features of the cable system is also collected, such as which menus and menu screens are used most often, the time spent using them and the use of the remote control feature.

Without your written or electronic consent, we cannot collect personal information over the cable system unless it is necessary to provide cable or other service you have requested or to prevent unauthorized access to services or to subscriber data. We collect information contained in cable interactive television because it is necessary to provide a service you have requested.

Our detailed business records are used (and personal information contained in them) generally to help ensure you are being properly billed for the services you receive, to send you pertinent information regarding your cable services and other products and services which we may make available from time to time, to improve the quality of the services we provide; and for all tax and accounting purposes. Specifically, the information in these records is used to sell, install, maintain, connect, reconnect and disconnect services; to bill and collect service-related charges; to measure subscriber satisfaction and improve marketing and programming decisions; to mail related materials; to ensure compliance with relevant law and contractual provisions; to provide you with information about our products and services or new products and services which we may make available from time to time; and to answer

questions from subscribers. It helps us to customize the interactive television services based on the interests of subscribers, and to direct programming and advertising that is likely to be of interest to you. It also helps us to protect our network from unauthorized use and to track any unauthorized access to services or to subscriber data. We take all reasonable precautions to prevent unauthorized access to this information.

## 2. DISCLOSURE

Bresnan considers the information contained in the business records we keep to be confidential. Unless prior written or electronic consent is obtained, personal information which we maintain related to our subscribers may be disclosed to a third party only if: (1) it is necessary to render or conduct a legitimate business activity related to the cable and other services we provide; (2) such disclosure is required by court order and you are notified of such order; or (3) to a governmental entity as described below. The Cable 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. In the course of providing our cable and other services and in informing you about new products and services which we may make available from time to time, we may make your records available to our affiliated Bresnan entities, employees, agents and contractors in order to install, market, provide and audit service on each occasion that access to the information is needed. We may also occasionally release the subscriber list of a particular cable system to consumer and market research organizations for the purpose of determining the reaction of our subscribers to advertising and programming choices currently available to them or which may become available in the future. Access for these purposes is routine and does not occur with any specific frequency. Further, we make our subscriber records available each month or as needed to one or more independent billing houses for billing purposes; to mailing services and programmers each month for program guide distribution; to programmers and outside auditors when required; to attorneys and accountants on a continuous basis to render service to the company; to potential purchasers in connection with a system sale which occurs only at the time such sale is completed; to franchising authorities to demonstrate compliance, whenever such concerns are raised; to collection services if required to collect past due bills at such time as bills are submitted for collection; to law enforcement when required to prevent network damage or the unauthorized reception of service; to governmental entities as set forth below; and to the United States Postal Service, when required, in connection with mailing. In addition, when you use interactive television services, certain information relating to your use of these services may be disclosed to third parties providing content or services on the interactive television platform. Such disclosure may include, without limitation, information on the choices that you make along the range of services offered, including the programs you view or services you order on the cable system, and the time that you actually use the services or view the programs. Under the recently enacted USA PATRIOT Act of 2001 (the "Act"), a governmental entity may require us to disclose certain information concerning your subscriber account for cable television service without advance notice to you. Upon receipt of a Federal or State administrative, grand jury or trial subpoena, or otherwise as set forth in the Act, we are required to disclose to the government the following subscriber records: your name and address; how long you have subscribed to our service(s) (including start date) and the type(s) of services(s) utilized; your telephone number or other subscriber account identifying number(s); and the means and source of your payment(s) (including any credit card or bank account number). These new procedures set forth in the Act do not apply to records revealing your selection of video programming. As before, a governmental entity may obtain records revealing your selection of video programming by court order only if it offers

clear and convincing evidence that such records are material to a criminal case and if you are given the opportunity to appear and contest the evidence.

## 3. MAILING LISTS

Unless you object, the Cable Act allows us to disclose certain information to others, including advertisers and direct mail or telemarketers, for noncable related purposes including selling or disclosing customer lists to commercial or charitable users thereof. Disclosure for such purpose would typically be your name and address, and would not include the extent of your viewing or use of a particular service or the nature of any transaction made over the cable system. We do not currently sell our subscriber list or otherwise disclose it to commercial or charitable users. If we choose to do so in the future, we will provide you with information about how to remove your name from such lists.

## 4. RETENTION

The Cable Act requires us to inform you concerning the period during which we will retain information. As required by the Cable 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 or the information remains in routine records that are periodically discarded under our document retention policies. 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 ten years for tax and accounting purposes or until the relevant income tax years for which the document was created have been closed for income tax purposes and/or all appeals have been exhausted. Routine paper records necessary to render, or conduct legitimate business activities related to the cable service provided you as a customer are kept in accordance with our voluntarily adopted document retention program. Paper records such as work orders and records of technical maintenance and service you are provided are retained for three years. These records may remain on file even after you have terminated service. Subject to applicable law, records relating to involuntary disconnects are kept indefinitely by us to facilitate collection and evaluation of credit worthiness and are updated as new information is added.

## 5. CUSTOMER RIGHTS

As described above, the Cable Act establishes 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 inspect the records at our system office pertaining to you, please contact us at the system business office between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday (holidays excluded), to set up an appointment. You may bring a private civil action in U.S. District Court and you may seek to recover damages, costs and attorney fees if your rights under Section 631 of the Cable Act have been violated, subject to certain immunities that have been provided us under the USA Patriot Act of 2001.

We reserve the right to revise this policy, or any part thereof. Use of our service following notice of such revisions constitutes your acceptance of the revised policy.

**THE NAME, ADDRESS AND PHONE NUMBER OF YOUR LOCAL CABLE SYSTEM CONTINUES TO BE IDENTIFIED ON THE FACE OF YOUR MONTHLY BILL. ANY CHANGES TO SUCH INFORMATION WILL BE NOTED ON YOUR FUTURE BILLS.**