

**PHILLIPS COUNTY TELEPHONE COMPANY
PHILLIPS COUNTY COMMUNICATIONS, LLC
PC TELCORP, INC.
Broadband Privacy Policy and Your California Privacy Rights
Effective date: June 1018**

Phillips County Telephone Company, Phillips County Communications, LLC (“PCC, LLC) and PC Telcorp, Inc., all d/b/a PC Telcom (“PC Telcom”) understands that Customers care about how their personally identifiable information (“*Personal Information*”) is used and shared, and PC Telcom takes Customers’ privacy seriously. Please read the following to learn more about PC Telcom’s Privacy Policy. By using the Service (as defined in the Customer’s Service Agreement) or accessing the PC Telcom Website in any manner, Customer understands, acknowledges and agrees that Customer accepts the practices and policies outlined in this Privacy Policy, and Customer hereby consents that PC Telcom will collect, use, and share Customer’s Personal Information in the following ways.

Remember that Customer’s use of the Service is at all times subject to Customer’s Service Terms and Conditions Agreement (“*Service Agreement*”) which incorporates this Privacy Policy by reference. Customer’s use of the PC Telcom Website is at all times subject to the PC Telcom Website Terms of Use. Any capitalized terms not defined in this Privacy Policy will have the same meaning as defined in Service Agreement and the PC Telcom Website Terms of Use.

PC Telcom Services are designed and targeted to U.S. audiences and are governed by and operated in accordance with the laws of the U.S. If Customer is not a U.S. citizen or does not reside in the U.S., Customer voluntarily consents to the collection, transfer, use, disclosure and retention of Customer Personal Information in the U.S. Customer also agrees to waive any claims that may arise under Customer’s own national laws.

When Customer uses the Service, the Personal Information (as defined below) Customer sends and receives is transmitted over a wireless network or another transmission standard that may be subject to interception by unauthorized third parties who seek to do you harm. While it is PC Telcom’s objective to take reasonable measures to reduce the risk that unauthorized third parties will be able to intercept the information Customer sends and receives through the Service, PC Telcom cannot and does not make any guarantee that transmissions over the Internet are 100% secure or error-free.

PC Telcom recommends that you use caution when sending any Personal Information over the Internet and use encryption technology whenever possible, such as websites that have the “https” designation in the website’s address bar and show a padlock icon in the browser’s window.

PC Telcom does not knowingly collect, solicit or use Personal Information from anyone under the age of 13. If Customer is under 13, please do not attempt to register for the Services or send any Personal Information about yourself to PC Telcom. If PC Telcom learns that PC Telcom has collected Personal Information from a child under age 13, PC Telcom will delete that information as quickly as possible to the extent technically feasible. If Customer believes that its child under 13 may have provided PC Telcom Personal Information, please contact PC Telcom at: customerservice@pctelcom.coop.

Your California Privacy Rights

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to ask PC Telcom for a notice identifying the categories of Personal Information which PC Telcom shares (if Personal Information is shared) with its Affiliates and/or other third parties for their marketing purposes, and

providing contact information for such Affiliates and/or third parties unless PC Telcom meets certain exceptions in the law. This Privacy Policy qualifies for the exception to those requirements. If Customer resides in California and Customer has an established business relationship with PC Telcom, Customer may request information about PC Telcom's opt-out and out-in policies of sharing Customer Personal Information with other companies (including our Affiliates) for their marketing purposes. Please send Customer's written request via email or postal mail following the instructions below. PC Telcom will not accept requests via the telephone or facsimile. PC Telcom will not respond to requests that are not labeled or sent properly, or do not have complete information.

- For all requests, include Customer's full name, street address, city, state and zip code.
- In an email request, Customer must state "Re: Your California Privacy Rights" in the subject line and send Customer email to: customerservice@pctelcom.coop.
- In a postal request, Customer must send a letter or post card to:

PC Telcom
240 S. Interocean
PO Box 387
Holyoke, CO 80734
Attention: Your California Privacy Rights

What types of information does this Privacy Policy cover?

PC Telcom collects various types of information about Customers and Customers' use of the Service via the PC Telcom Website, Help Desk and call centers, postal mail, remote kiosks, the PC Telcom Facebook Page or other social network platforms or by other means, generally classified as Personal Information and Non-Personal Information.

Generally, Customer will be required to provide certain information to PC Telcom and PC Telcom will collect and use Personal Information in connection with providing the Service to Customer, including to personalize, evaluate, enhance and improve the Service and our ability to provide the Service to Customer, to contact Customer, to respond to and fulfill Customer requests regarding the Service, to troubleshoot, and to analyze how Customer uses the Service.

PC Telcom may share Your Personal Information with its Affiliates and with other third parties business and operational reasons as described below:

What Information does PC Telcom collect and how does PC Telcom use this Information?

Personal Information

Personal Information is the information Customer provides to PC Telcom voluntarily or passively through Customer use of the Service and/or PC Telcom Website, and which is directly associated with or reasonably linked to a specific person, computer or device. For example, through the registration process, when the equipment to provide the Service is installed, maintained or upgraded at Customer's premises, when Customer contacts PC Telcom regarding the Service, and through Customer account settings, PC Telcom collects traditional Personal Information such as Customer name, email address, phone number, date of birth, billing address and service address. IP address and other persistent device identifiers such as cookies, plus the nature of any of Customer devices or other personal property making use of the Service, web-browsing or app usage history are traditionally classified as Non-Personal Information but could be classified as Personal Information when such information is either 1) linked to a

specific person, computer or device; 2) is required by applicable law to be classified as Personal Information; or 3) is combined with other Personal Information. We use such Personal Information to provide, enhance and/or customize Our Service and communications with you. We may also collect and use additional Personal Information that is deemed to be sensitive for billing, collection and identity verification purposes, such as credit card account number or other financial account information, Social Security Number, EIN Number, and driver's license information. Another type of Sensitive Personal Information we may collect and use for delivering and customizing the Service and/or troubleshooting is a Customer's specific geographic location.

PC Telcom will communicate with Customer if Customer has provided PC Telcom the means to do so. For example, if Customer has given PC Telcom Customer's email address or phone number, PC Telcom will email or call Customer about Customer use of the Service or product improvements or upgrades, and other transactional information about Customer Service.

PC Telcom may also combine Customer Personal Information with additional Personal Information obtained from PC Telcom Facebook Pages or other social network platforms, its Affiliates, its Operational Service Providers (third party owned companies that provide or perform services on PC Telcom's behalf, to help serve Customer better and to perform functions in order to support PC Telcom businesses and operations), or other companies, such as credit bureaus, background check firms, and marketing research companies.

Some forms of Non-Personal Information as described below will be classified as Personal Information if required by applicable law or when such information is directly associated with or reasonably linked to a specific person, computer or device, or is combined with other forms of Personal Information.

Non-Personal Information

PC Telcom Website Information, Use of Cookies and other Similar Tracking Technology

When you visit the PC Telcom Website, PC Telcom will collect various types of Non-Personal Information, such as information on PC Telcom server logs from Customer's browser or device, which may also include the type of browser and/or device you're using to access the Service, and the page or feature Customer requested, in addition to IP Address and other persistent device identifiers like cookies. Cookies are text file identifiers PC Telcom transfers to Customer's browser or device that allow PC Telcom, with web beacons (also known as pixel tags, web bugs, or clear GIFs are small objects or images embedded in a webpage or email) to recognize Customer's browser or device and tell PC Telcom how and when pages and features on the PC Telcom Website are visited, by how many people, and other activity on the PC Telcom Website. Cookies alone do not contain Personal Information unless you or a third party gives us Personal Information which may be linked to the data in the cookie. For example, we may use a cookie to remember your password and user ID when accessing your profile on the PC Telcom Website.

A Customer can change the preferences on Customer's browser or device to prevent or limit Customer device's acceptance of cookies or other similar technology, but this may prevent Customer from taking advantage of some of the features on the PC Telcom Website, or accessing certain functions and conveniences like bill payment or easy access to your profile. If Customer clicks on a link to a third party website or service, such third party may also transmit cookies to Customer. Again, this Privacy Policy does not cover the use of cookies or other such tracking technology by any third parties, and PC Telcom is not responsible for their privacy policies and practices.

Additional Uses of Personal Information and Non-Personal Information

PC Telcom also uses Personal Information and Non-Personal Information to enhance and customize the PC Telcom Website and PC Telcom Service offerings. For example, such information can tell PC Telcom how often visitors use a particular feature of the PC Telcom Website and which products and services are most interesting to current and potential customers, and PC Telcom can use that knowledge to make the PC Telcom Website useful and interesting to as many users as possible and to enhance and refine PC Telcom's Service offerings. PC Telcom will continue to conduct analytics on PC Telcom Website performance; Customer may not opt-out of this use of cookies or other Personal Information or Non-Personal Information.

Technology is improving every day and to improve PC Telcom's Services' operation and function PC Telcom may introduce new technologies and monitoring techniques without advance notice or consent from Customer. PC Telcom may also use third party providers to conduct such monitoring and internal analyses.

Network Information

PC Telcom also collects Network Information, information about Customer access to, and use of, the PC Telcom network, which may or may not be directly associated with or reasonably linked to a specific person, computer or device. For example, PC Telcom may collect information about the performance of the Provider Equipment installed on Customer property or at Customer premises, when Customer is using the Service, the various devices Customer is using to access the Service, the amount of data Customer is transmitting and receiving, the content of the data Customer are transmitting and receiving, the websites Customer is visiting, and any other information that is transmitted over the PC Telcom network. PC Telcom may also aggregate Network Information from multiple subscribers and PC Telcom will share such aggregated Non-Personal information about the overall performance of the PC Telcom Service and network with other third parties. Aggregated information does not identify a specific individual, computer or device.

Please visit www.pctelcom.coop for information on how we use Network Information (General Terms and Conditions, Open Internet Policy)

We use Network Information to monitor, enhance and customize the performance of the PC Telcom network. PC Telcom will not monitor the content of the websites viewed or email communications as part of PC Telcom's standard network management. Generally, PC Telcom will only monitor and preserve the following Network Information:

- When Customer is using the Service;
- How Customer is using the Service, such as monitoring traffic patterns regarding websites visited, amount of data being sent or received, or other activity;
- The amount of data Customer is transmitting and receiving through the Service; and
- General information regarding the performance of the Provider Equipment installed on Customer's property or at Customer's premises, and its interaction with the rest of PC Telcom's network.

However, PC Telcom reserves the right to, and may, monitor, access, review and preserve any Network Information and/or content in the following situations:

- In response to an inquiry from Customer or an another Authorized User on Customer's account regarding Customer or his/her use of the Service or problems Customer or they are experiencing using the Service;
- If PC Telcom has reason to believe Customer is using the Service in violation of Customer's Service Agreement or any applicable statutes, rules, ordinances or regulations;
- If PC Telcom has reason to believe Customer's use of the Service is negatively affecting other Customers; or
- When PC Telcom is required by law or legal process to do so, or when PC Telcom a good faith belief that PC Telcom is required by law or legal process to do so.

How is Personal Information used for marketing and advertising purposes?

PC Telcom will use Personal Information to send Customer marketing and advertising messages related to PC Telcom's Service and PC Telcom Website using Customer's email address, postal address, telephone number (for voice, texts, and pre-recorded calls), and/or IP Address. PC Telcom may deliver a marketing or advertising message based on Customer visits to the PC Telcom Website, which will be general advertising or "Contextual Advertising," which is advertising based on the subject matter or the content of the specific website page or subject matter. PC Telcom may also send Customer "First Party Advertising," which is advertising that is customized or personalized based on a history of Customer's use of our Service (possibly combined with information from our Facebook fan page or other social network platforms). First Party Advertising is based solely on a combination of information PC Telcom collects from Customer – not from Customer's visits to other websites across the Internet.

Customer may opt-out of First Party Advertising but not Contextual Advertising. No traditional Personal Information is used to deliver Contextual Advertising; it automatically will appear based on the content or webpage Customer is viewing. And Customer may continue to receive general advertising if Customer opts-out of First Party Advertising, it will not be customized or personalized for Customer.

PC Telcom does not provide third party "Network Advertising," which is advertising based on Customer's overall Internet usage across different third party websites or online services. Multiple third party websites and online services are involved in this tailored or personalized advertising process, in essence a "network" of advertising providers.

Because PC Telcom does not provide network ads, PC Telcom does not recognize the "Do Not Track" settings on various Internet browsers. PC Telcom does not engage or allow third parties to track you across the Internet and across time for advertising purposes.

Links to other websites or online services

The PC Telcom Website and/or Facebook Pages (or other social networking platforms) may contain a variety of content and functionality and may provide links to other third party websites or online services. Despite such links, this Privacy Policy applies only to PC Telcom. The presence of a link does not constitute or imply PC Telcom's endorsement, recommendation, or sponsorship of the content, goods, services, business or privacy practices on such websites or online services. PC Telcom encourages Customers to be aware and informed when Customers leave PC Telcom's website and PC Telcom's Facebook Pages, or any other social networking platforms.

Will PC Telcom share Customer Personal Information?

Customer's Personal Information will only be disclosed to third parties as listed in this Privacy Policy, if PC Telcom has received your consent at the time PC Telcom will collect your Personal Information, prior to the disclosure of any Personal Information, or if required by law or due process. PC Telcom reserves the right to fully use, disclose and process any Non-Personal Information collected from Customer in any manner as well as any information Customer makes public via PC Telcom Services or PC Telcom Website.

PC Telcom will not rent, sell, nor disclose Personal Information to anyone not related to PC Telcom for marketing or promotional purposes, unless PC Telcom changes ownership via a sale, merger or a corporate restructuring. (See "For Business Transfers" below for more information.) PC Telcom will share Customer Personal Information with other third parties as described in this section for the following reasons:

- **To Our Affiliates.** PC Telcom may rely on various Affiliates in order to provide the Service to Customers. These are companies that are related to PC Telcom by common ownership or control. PC Telcom may share Personal Information and Non-Personal Information with any of its Affiliates for business, operational, promotional and/or marketing and advertising purposes.
- **To Operational Service Providers:** PC Telcom and its Affiliates contract with other companies and people to perform tasks or services on PC Telcom's behalf and need to share Customer Personal Information to provide products or services to Customers. For example, PC Telcom may use a payment processing company to receive and process Customer's ACH or credit card transactions for PC Telcom, or PC Telcom may contract with third parties to assist PC Telcom in optimizing PC Telcom's network. Unless PC Telcom tells Customer differently, PC Telcom does not grant its Operational Service Providers any right to use the Personal Information PC Telcom shares with them beyond what is necessary to assist PC Telcom.
- **For Business Transfers/Restructuring:** PC Telcom may choose to buy or sell assets, or PC Telcom may sell assets or be sold. In these types of transactions, Customer Personal Information is typically one of the business assets that would be disclosed and transferred. Also, if PC Telcom (or PC Telcom's assets) are acquired, or PC Telcom goes out of business, enters bankruptcy, or goes through some other change of control, including restructuring, re-organization or financing arrangements, Personal Information would be one of the assets disclosed, transferred to or acquired by a third party.
- **For Protection of PC Telcom, and Our Affiliates, Employees, Operational Service Providers, Users and Subscribers and Public Safety:** PC Telcom reserves the right to access, read, preserve, and disclose any Personal Information PC Telcom has access to if PC Telcom believes doing so will implement and/or enforce our Service Agreement, PC Telcom Website Terms of Use Agreement, Privacy Policy or any legal document; protect our Network(s), PC Telcom Website(s), and company assets; protect the interests, rights, property, and/or safety of the PC Telcom or our Affiliates, employees and officers/directors, shareholders, Operational Service Providers, Users and Subscribers, agents, representatives, third party licensors or suppliers, or the general public.
- **When Required by Law or in Response to Legal Process:** PC Telcom reserves the right to access, read, preserve, and disclose any Personal Information to which PC Telcom has access if PC Telcom is required by law, regulation or legal process to do so, or if PC Telcom has a good faith belief that PC Telcom is required by law, regulation or legal process to do so.

Is Customer Personal Information secure?

PC Telcom endeavors to protect the privacy of Customer's account and other Personal Information PC Telcom holds in its records using reasonable administrative, technical and physical security measures. However, PC Telcom cannot and will not guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of Personal Information at any time.

Customer's account is protected by a password for Customer privacy and security. It is Customer's responsibility to prevent unauthorized access to Customer's account and Personal Information by selecting and protecting Customer's password and/or other sign-on mechanism appropriately and limiting access to Customer computer, tablet or device and browser by signing off after Customer has finished accessing Customer's account. Customer is required to notify us immediately if Customer's password or account has been disclosed to a person whose name does not appear on Customer's account, even if you have allowed such disclosure. Customer understands, acknowledges and agrees that Customer is solely responsible for any use of PC Telcom Services via Customer's username and password.

Additionally, if Customer contacts PC Telcom, PC Telcom will ask Customer for verification of Customer's identification and account. PC Telcom will not send an email or text, nor should Customer respond to any email or text communications asking for any sensitive or confidential Personal Information, such as social security number, bank account or credit card account number, or a driver's license number. If Customer receives an email or text requesting any such information from PC Telcom or someone that claims they are with PC Telcom please contact our Privacy Administrator immediately: : customerservice@pctelcom.coop.

For PC Telcom's IT Support Services as detailed in our Service Agreement, the code that allows PC Telcom to access Customer's computer desktop to help your resolve technical problems is limited only for that specific session. PC Telcom is not able to access Customer's Computer without Customer's knowledge, affirmative consent and involvement for technical support or troubleshooting.

What Personal Information can Customers access, modify and/or delete?

Generally, Customer may access the following Personal Information in Customer's account:

- Full name
- Username and password
- Email address
- Telephone number; and
- Billing and Service address
- Account and billing information

By contacting PC Telcom at: customerservice@pctelcom.coop , or any other online access PC Telcom may create to enable Customers to view and modify Customer account settings, Customer may access, and, in some cases, edit or delete the Personal Information listed above. For example, PC Telcom may retain historic email, billing and/or Service addresses for security and verification purposes. Customer may not delete such information.

When Customer updates Personal Information, however, PC Telcom may maintain a copy of the unrevised information in PC Telcom's records for internal security reasons and recordkeeping. Some

information may remain in PC Telcom's records after it is modified, amended or deleted by Customer or PC Telcom. PC Telcom may use any aggregated data derived from or incorporating Customer's Personal Information after Customer updates or deletes it, but not in a manner that would identify Customer personally. PC Telcom may also maintain Personal Information regarding Customer and Customer's use of the Service after Customer is no longer an PC Telcom Customer as required by PC Telcom's business practices, by law, and/or tax reporting purposes.

The information Customer can view, update, and delete may also change. If Customer has any questions about viewing or updating information PC Telcom has on file about Customer, please contact PC Telcom at: customerservice@pctelcom.coop.

What third party disclosure choices do Customers have?

Customers can always choose not to disclose Personal Information to PC Telcom; however, certain Personal Information is necessary for PC Telcom to provide the Service to Customer. Customer may not opt out of sharing Personal Information for business or operational purposes but may opt-out of any sharing for marketing or advertising purposes.

Customers may opt out of email marketing and advertising from PC Telcom or its Affiliates using the "Unsubscribe" mechanism in each email. Before PC Telcom sends Customers a text or a pre-recorded or artificial voice call that contains advertising or marketing information, PC Telcom will secure Customer's prior written express consent, which can be given via a voice recording, email, text message, postal mail, or telephone key press. (Non-telemarketing pre-recorded/artificial voice calls (including texts) to a wireless device or a wireline residential phone using an autodialer only require a Customer's prior express consent). Customers understand, acknowledge and agree that such texts and pre-recorded/artificial telemarketing calls may be sent using an autodialer and are not conditioned on your purchase of the Service. Customers may opt out of receiving text messages any time by replying "STOP" or "UNSUBSCRIBE" to the text message. Customers may opt out of receiving pre-recorded/artificial voice calls by the opt-out instructions in the call. Customer can also request to be added to PC Telcom's company-specific Do Not Call list to opt-out of advertising and marketing calls of all types. However, Customers will continue to receive calls related to debt-collection and Customer's current Service. Customers may also opt-out of First Party Advertising, but not Contextual Advertising, as detailed in the "Use of Personal Information for Marketing or Advertising Purposes" section above.

Customer may not opt out of PC Telcom's use of cookies or other similar technology, or use of Customer's Personal Information and Non-Personal Information for PC Telcom's internal analytics used to monitor activity on the PC Telcom Website, measure PC Telcom Service performance, or to operate and protect the PC Telcom network.

Will this Privacy Policy ever change?

Yes, PC Telcom is constantly working to improve the Service, so PC Telcom will need to update this Privacy Policy from time to time as PC Telcom's business practices change and service offerings increase, and/or there are changes in local, state or federal laws. Additionally, PC Telcom will also make stylistic, organizational and/or grammatical changes to present PC Telcom privacy practices in a user friendly easy to read manner. PC Telcom will alert Customers to any such changes by placing a notice on the PC Telcom Website with the effective date of the revised Privacy Policy, and/or by sending Customers an email, or by some other means to the extent required by law. Please note that if Customers have not provided PC Telcom with Customer's email address or Customer has not updated Customer contact information, those legal notices will still govern Customer use of the Service, and

Customer is still responsible for reading and understanding all notices posted on the PC Telcom Website. Customer's continued use of the Service or the PC Telcom Website after notice of any changes have been provided will indicate Customer's acceptance of such changes, except where further steps are required by applicable law.

Use of Customer's Personal Information is primarily governed by the Privacy Policy in effect at the time Customer subscribed to the Service or visited the PC Telcom Website. If PC Telcom elects to use or to disclose Personal Information that identifies PC Telcom as an individual in a manner that is materially different than that stated in the Privacy Policy in effect at the time you subscribed to the Service or visited the PC Telcom Website, PC Telcom will provide Customer with an opportunity to consent to such use or disclosure. Depending on the circumstances, that consent may include an opt-out.

What if you have questions or comments about this Privacy Policy?

If you have any questions or concerns regarding PC Telcom's privacy practices and policies, please contact PC Telcom at: customerservice@pctelcom.coop.

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