

Ayersville Telephone Company, Inc.'s Privacy Policy and Your California Privacy Rights

Updated: June 7, 2018

Protecting your privacy is our priority. This Privacy Policy governs the website ("Site") of Ayersville Telephone Company, Inc. ("ATC", "we", "us," or "our") and various ATC services: Phone Service, High Speed Internet Service, Digital TV, WebMail and WebMail Lite, and Managed WiFi. (collectively, "Services"). This Privacy Policy applies to visitors, users, and residential and business customers (collectively "Customers" or "Customer," "you," or "your"). By using ATC's Site and Services, Customers consent to the data practices described in this Privacy Policy regarding the collection, use, disclosure, and disposal of your personally identifiable information ("Personal Information").

This Privacy Policy together with [Customer Service Agreement](#), the [Open Internet Policy](#), and [DMCA Copyright Infringement Policy](#) (collectively, "Service Agreements") govern your use of the Site and Services and our collection and use of your Personal Information. Any capitalized terms not defined in this Privacy Policy will have the same meaning as defined in our Service Agreements.

By accessing the Site or purchasing any of the Services, you signify your acceptance of this Privacy Policy. Please read through this Privacy Policy to understand our privacy practices. If you disagree with the way we collect, use, disclose, and dispose of Personal Information, do not use the Site or any of the ATC Services.

ATC's Site and Services are designed and targeted to United States 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.

Your California Privacy Rights

Generally, California residents are entitled by law to ask ATC for a notice identifying the categories of Personal Information that ATC shared with its Affiliates and/or other third parties for their marketing purposes the preceding year, and provide contact information for such Affiliates and/or third parties unless ATC meets certain exceptions in the law. This Privacy Policy and Site meet those exceptions. Therefore, if Customer resides in California and Customer has an established business relationship with ATC, Customer may request information about ATC'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. **ATC will not accept requests via the telephone or facsimile or 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 privacy_admin@ayersvilletelco.com.
- In a postal request, Customer must send a letter or post card to:

Ayersville Telephone Company, Inc.
27932 Watson Road
Defiance, OH 43512
Attention: Your California Privacy Rights

Collection of your Personal Information

ATC and our Operational Service Providers may collect Personal Information, such as your e-mail address, full name, home or work postal address, billing address, mobile or landline telephone number. If you purchase ATC Services, we also collect, use and store billing and credit/debit card information. ATC may also collect Non-Personal anonymous demographic information, which is not unique to you, such as your Postal Code, age, gender, preferences, interests and favorites. Demographic and other information that is linked to or associated with your Personal Information or Account is also deemed to be Personal Information.

Information about your computer hardware and software also may be automatically collected by ATC. This information can include: your IP address, browser type, domain names, access times and referring website addresses, browser and search history. This information is used by ATC for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the ATC Site. Please keep in mind that if you directly disclose Personal Information through ATC public message boards, this information may be collected and used by others.

Personal Information also includes customer proprietary network information (“CPNI”) which is collected and used to provide voice services to you. CPNI includes any information that relates to the quantity, technical configuration, type, destination, location, and amount of use of our voice service, such as call detail, logs, and specifics regarding your account. Customer’s name, address and telephone number are not CPNI.

IP address and other persistent device identifiers such as cookies, plus the nature of any of user devices or other personal property using the Site and Services, and 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.

Use of your Personal Information

ATC and our Operational Service Providers collect and use your Personal Information to operate the ATC Site and deliver the ATC Services you have requested, including our voice services, video streaming services, and satellite internet services (to be discontinued) that are provided by third party entities. ATC does not grant its Operational Service Providers any right to use or disclose the Personal Information beyond what is necessary to assist ATC.

We will also periodically send service updates to registered Customers. ATC may also use your Personal Information to inform you of other services available from ATC, our Affiliates and third party partners. ATC may also contact you or use your Personal Information via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

ATC does not use or disclose sensitive Personal Information, such as race, religion, or political affiliations,

without your explicit consent. ATC keeps track of the websites and pages our customers visit within ATC, in order to determine what ATC services are the most popular. This data is used to deliver customized content and first party advertising within ATC to Customers whose behavior indicates that they are interested in a particular subject area. ATC also uses your data to serve advertising on behalf of third parties, including our Affiliates and their partner, SFN Technologies Group LLC (“SFN”), that provides MetaLINK TV Now’s video streaming service.

Disclosure of Your Personal Information

ATC does not sell, rent or lease its customer lists to third parties for their advertising and marketing purposes. ATC may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your Personal Information (such as e-mail, name, address, telephone number) is not transferred or accessible to the third party as ATC maintains such Personal Information. Your Personal Information will not be disclosed for advertising or marketing purposes without your consent.

ATC will also disclose your Personal Information with our Operational Service Providers and other third party partners to provide the Services you requested. For example, ATC partners with MetaLINK Technologies, Inc. to resell the MetaLINK TV Now’s video streaming service which is provided by SFN. You understand, acknowledge and agree that registration for this service will be directly with SFN on SFN’s website; therefore, you are governed by SFN’s [privacy policy](#) as well as ATC’s. SFN’s privacy practices may differ from ATC’s. SFN, as well as our Operational Service Providers agree to implement and maintain reasonable security policies, procedures and practices appropriate to the nature of Personal Information or sensitive Personal Information collected used, managed, disclosed, stored or disposed of to protect such information from unauthorized access, destruction, use, modification or disclosure.

In addition, ATC may share data and Personal Information with other trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. ATC may share your information with Operational Service Providers who perform tasks required to complete a purchase transaction or installation. All such third parties are prohibited from using your Personal Information except to provide these services and functions to ATC, and they are required to maintain the confidentiality of your information and to process such information in a secure manner.

In addition, we may disclose Personal Information in the following circumstances: (i) without notice, to law enforcement or government entities in response to subpoenas, court orders, or other regulatory or legal process (including civil and criminal) or otherwise as required by law; (ii) in order to investigate, prevent, or take enforcement action regarding illegal activities, suspected fraud, and situations involving potential threats or harm to any person, the ATC Network, Site, or other company assets, or in cases where we believe our Service Agreements have been/are being violated; or (iii) in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all of ATC’s business, assets or membership units.

Although we reserve the right to monitor activity of the Site and Services, we will not intentionally disclose any private email messages or online communication between you and a third party, except in the following circumstances: (i) when we believe, in our sole discretion, you are acting in violation of our Service Agreements or any applicable law, rule or regulation; or (ii) to protect the integrity of the Services, the Internet community as a whole, or the general public.

Use of Cookies

The ATC website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize ATC pages, or register with ATC's Site or Services, a cookie helps ATC to recall your specific information on subsequent visits. This simplifies the process of recording your Personal Information, such as billing addresses, shipping addresses, and so on. When you return to the same ATC Site, the information you previously provided can be retrieved, so you can easily use the ATC features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the ATC services or websites you visit.

Third Party Links

This Privacy Policy applies to the Site and Services only. ATC encourages you to review the privacy statements of websites you choose to link to from ATC so that you can understand how those websites collect, use and share your information. ATC is not responsible for the privacy statements or other content on websites outside of the ATC and ATC family of websites.

Your Opt-in and Opt-Out Choices & Third Party Advertising and Marketing Use

Customers may exercise opt out options not to receive email marketing communications from ATC by: (i) clicking the links under communications preferences on the bottom of these email marketing communications or (ii) contacting ATC via telephone regarding your opt in or opt out choices. If a Customer has provided prior express consent to receive text messages or pre-recorded calls, the Customer may opt-out by using the "STOP" or "END" command in a text or by contacting us directly. Your opt-out and opt-in choices will remain in effect until you change them. You cannot opt out of receiving administrative or transactional communications via any method from ATC because they communicate information that affects your customer account and the delivery of the Services you have requested.

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

ATC will send First Party advertising or marketing messages, which are messages from ATC for our own Services, and Third Party advertising or marketing messages, which are messages from ATC for the goods and services of our Affiliates and/or trusted partners. You may opt out of First Party and Third Party advertising/marketing messages by following the instructions in the ad or by contacting us at sales@ayersvilletelco.com. **You may not opt-out of any contextual advertising, as such ads are automatic based on your usage of our Site.**

Security of your Personal Information

When Customer uses the Site and Services, the Personal Information Customer sends and receives is transmitted over a wireless network, and may be subject to interception by unauthorized third parties who seek to do you harm. While it is ATC'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 Site and Services, ATC cannot and does not make any guarantee that transmissions over the Internet are 100% secure or error-free.

ATC reasonably secures your Personal Information from unauthorized access, use or disclosure in a controlled, secure environment, protected from unauthorized access, use or disclosure. When more sensitive Personal Information (such as a credit/debit card number or other financial information) is transmitted to other websites or processing platforms, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol. We will also dispose of your Personal Information in a reasonable manner according to the sensitivity of the Personal Information.

Customer's account is protected by a password or a PIN for Customer privacy and security an authentication of that Customer. It is Customer's responsibility to prevent unauthorized access to Customer's account and Personal Information by selecting and protecting Customer 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 the ATC Services via Customer's username and password.

Additionally, if Customer contacts ATC directly, ATC will ask Customer for verification of Customer's identification and account. **ATC will not call or send an email or text, nor should Customer respond to any telephone, email or text communications asking for any sensitive or confidential Personal Information, such as social security number, bank account or credit/debit card account number, or a driver's license number.** If Customer receives an email or text from ATC requesting any such sensitive information or someone that claims they are with ATC or our Affiliates, please contact our Privacy Administrator immediately: privacy_admin@ayersvilletelcom.com.

Children Under Thirteen

ATC does not knowingly collect, solicit or use Personal Information from children under the age of thirteen. If Customer is under age 13, please do not attempt to register for the Services or send any Personal Information about yourself to ATC. If ATC learns that we have collected Personal Information from a child under the age of 13, we will delete that information as quickly as possible to the extent technically feasible. If an adult Customer believes that his/her child may have provided ATC Personal Information, please contact ATC at sales@ayersvilletelco.com.

How to Modify, Update or Delete Your Personal Information

To prevent unauthorized access to your account and Personal Information, we will need to authenticate your identity first. In other words, we need to know you are who you say you are to prevent identity theft or the

theft of Personal Information. In addition to your name, address and account number, we will also require you to provide a unique password, a PIN, and/or answer a security question. Only then will you have the ability to modify or update your Personal Information, and receive other account information either via telephone or online. Current subscribers may not delete any Personal Information because we need to comply with tax, regulatory, and other legal requirements. Former subscribers may be able to delete Personal Information from active status depending on the Services you subscribed to. However, we will retain Personal Information for business and legal reasons for at least seven (7) years.

Changes to this Privacy Policy

ATC will occasionally update this Privacy Policy to reflect company and customer feedback. Notification of any changes to this Privacy Policy will be posted on the ATC home page and/or your account page, unless further notice is required by law. All changes will be effective upon posting. ATC encourages you to periodically review this Privacy Policy to be informed of how ATC is protecting your information.

Contact Information

ATC welcomes your comments regarding this Privacy Policy. If you believe that ATC has not adhered to this Privacy Policy, please contact privacy_admin@ayersvilletelco.com.

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