

MaxxSouth Broadband Internet Subscriber Privacy

In connection with your MaxxSouth Broadband Internet Service subscription, personally-identifiable information may be collected and maintained, including without limitation: your name, service address, email address, passwords, user IDs, billing address, home telephone, other telephone, social security number and driver's license number, premium service subscription information, demographic information, and customer complaints. Depending on how you access the services, we may also collect access log information about your visit, including information such as the Internet Protocol (IP) addresses assigned (numbers assigned to your computer while online), browser used, and dates and times of access. We do not store emails sent and received other than as specifically directed by you or your individual email settings. As explained below, we could be required by court order to disclose such information if left on our system.

Personally identifiable information and access log information may be used by MaxxSouth for its financial, tax, and accounting purposes and in rendering certain services to you such as accounting, billing, and marketing, and in monitoring unauthorized reception or use of MaxxSouth services.

MaxxSouth may disclose this information to third-parties if necessary to provide broadband Internet access service to you, such as (without limitation) other Internet service providers, collection agencies, construction and installation contractors, marketing companies, and other service providers, or under legal compulsion. We will not otherwise use this information without notifying you and receiving any required written or electronic consent.

We use "Transport Layer Security (TLS)" encryption technology when collecting certain personal information through our websites. Such protection is identifiable by looking for "https" in the Internet URL or page address or, if you are using Internet Explorer, by a closed lock symbol. While we attempt to ensure the integrity and security of our network and computer systems, we cannot guarantee that our security measures will prevent unauthorized access in all situations.

In connection with providing internet service and access, MaxxSouth reserves the right to monitor bandwidth, usage, and content from time to time as required to operate and monitor the service; to identify violations of the Subscription Agreement or Acceptable Use Policy; and to protect the Service and its subscribers, users, and providers from fraudulent, abusive, or unlawful use of or subscription to the Service. If necessary, MaxxSouth will investigate suspected violations of the Subscription Agreement or the Acceptable Use Policy. Such investigation may include gathering information from the user or users involved and from complaining parties, and examining material on MaxxSouth's servers and network. MaxxSouth will cooperate fully with (i) law enforcement authorities in the investigation of suspected criminal violations, and (ii) Internet Service Providers or other network or computing facilities in order to enforce the Subscription Agreement and Acceptable Use Policy. Such cooperation may include MaxxSouth

providing the username, IP address, or other identifying information about a subscriber, or other disclosures in accordance with the Subscription Agreement and the Acceptable Use Policy to protect the rights of MaxxSouth.

MaxxSouth maintains this information as long as you are a customer. After you are no longer a customer, the system will maintain this information for three (3) years or for as long as commercially reasonable, unless there is, an outstanding balance due, in which case MaxxSouth will maintain this information for seven (7) years. Although work-performed records are retained for a longer period of time, there is no way these records can be accessed after three (3) years [or seven (7) years if there is an outstanding balance due] through the use of any personally-identifiable information. The computer records are purged at least every six (6) months.

From time to time, MaxxSouth may monitor or record telephone conversations between customers and MaxxSouth customer relations representatives for the purpose of evaluating employee performance, or providing and improving customer service. Such telephone recordings will be used only for the above-stated purposes and will be destroyed within two (2) years of the monitoring or recording date, unless such personally-identifiable information is placed in an individual employee's record which will then be destroyed within six (6) years.

Specific restrictions and prohibitions regarding our acquisition and use of personally identifiable subscriber information for our broadband Internet access service subscribers are as follows:

1. Except as provided herein or upon your express written or electronic consent, we will not use any electronic device to record, transmit, or observe any events or listen to, record or monitor any conversations which take place inside your residence, work place, or place of business.
2. Except as provided herein or upon express written or electronic consent, we will not collect or disclose personally-identifiable information regarding any of our customers.
3. Personally-identifiable information shall be made available for your examination within three (3) working days of the receipt of a request from you. You shall be responsible for all costs of copying of documents supplied. Upon a reasonable showing, MaxxSouth is required to correct any inaccurate information. All personally-identifiable information will be made available between 8:30 AM - 5:00 PM, Monday - Friday at MaxxSouth, 105 Allison Cove, Oxford, Mississippi 38655.
4. We may disclose personally-identifiable information as required by law to law enforcement or government agencies.

If you register with us while visiting a website or by participating in a contest, survey or online transaction, we may ask for certain personally identifiable information. When we do, we will tell you how it will be used and you may elect not to participate.

We may use "cookies," small computer codes added to a file on your computer, as a record of its visit to our websites or to other websites through our network. Among other functions, "cookies" manage information concerning your preferences. A "cookie" does not collect or provide your name or any other personal information about you. It can, however, be used by the website that placed it to note information about your visit, such as your type of web browser, operating

system and Internet Protocol ("IP") address, to better tailor the site for you. It also can recognize you when you log in as a registered user or as a repeat visitor returning to a website, including any MaxxSouth website, allowing the site to remember you and any options you select, and to provide more tailored information for you. You can control what cookies are accepted by your computer through the settings on your web browser or by deleting them from your files. However, doing so may limit the personalization available to you.