



BCI Mississippi Broadband, LLC d/b/a MaxxSouth Broadband
105 Allison Cove, Oxford, MS 38655
800-457-5351

www.maxxsouthbroadband.com

CUSTOMER SERVICE STANDARDS AND POLICIES

Our MaxxSouth Broadband retail stores offer customers an open, friendly environment in which to make payments, explore services, and get advice from in-store technology experts. Each store also offers a night deposit box for after-hours payments. Hours of operation for each site, as well as other locations for bill payment, are available at www.maxxsouth.com/our-retail-locations/ or call **800-457-5351**.

60387 Cotton Gin Port Road, Suite 2 Amory, MS 38821	1901 Jackson Ave. West, Suite B Oxford, MS 38655	826 Woodland Drive North Forest, MS 39074
363 East Calhoun Street Bruce, MS 38915	530 4th Avenue SE Red Bay, AL 35582	725 Veterans Memorial Drive Kosciusko, MS 39090
337 East Madison Street, Suite 4 Houston, MS 38851	911 Highway 12 West, Suite 202-B Starkville, MS 39759	312 Park Plaza Drive New Albany, MS 38652
15561 W. Main Street, Suite C Louisville, MS 39339	1106 N. 2nd Street, Suite G Booneville, MS 38829	110 Canal Place Philadelphia, MS 39350
		115 North Main Street Ripley, MS 38663

For your convenience, automatic payments can be scheduled via a bank account or debit/credit card. American Express, Discover, Master Card and Visa are also acceptable methods of payment.

We offer 3-hour appointment windows (e.g., 8 am–11 am, 11 am–2, and 2 pm–5pm) for installation and non-emergency service calls, which can be scheduled from 8 am until 5 pm Monday–Saturday (days of operation may be different in certain areas) Non-emergency service calls are handled from 8 am–5 pm, 5 days a week.

Billing Disputes

To dispute your bill, you must submit a written statement no later than 60 days after the date on which the disputed amount was billed. If the issue can be resolved immediately, the customer is called or sent a letter that same day. If the dispute requires additional research, MaxxSouth will notify the customer and send a separate notification at resolution, which is usually within two weeks.

Customer payments made to compromise any disputed amount (i.e., payments which purport fully to discharge the amount due for less than the amount claimed by MaxxSouth) must be mailed to the following person at the following address: ATTN: Customer Service Manager, MaxxSouth Broadband, 406 North 3rd Street, Booneville, MS 38829. Payments made at any other locations, directed to any other individual, or in any other way, will not be considered for compromise of the account.

We issue refund checks on disconnected accounts automatically, weekly, or upon request from a customer.

Equipment Usage

To help you use and enjoy your services to the fullest extent, please read the following information about how MaxxSouth Broadband works with your TV, VCR, or DVR.

Power Outages—Phone Modem (EMTA)

During an electrical outage, your phone modem (known as an EMTA) will lose power unless you have a battery backup, and phone service (including access to 911 and any medical or security monitoring service that uses the phone line) will be unavailable. Battery backup is not automatically provided to all customers, and back-up battery power, maintenance, and replacement are your responsibility. To purchase a back-up/replacement battery, visit www.shop.surfboard.com/arris-telephony-modem-back-up-batteries/. Pricing, amount of active and standby time

We provide a copy of this notice at initiation of service, and then annually thereafter; however, we reserve the right to modify our policies, and this notice, at any time.

provided by the battery, overall performance, storage, warranty, testing, recycling details, and replacement details can be found in the battery product description. Visit www.maxxsouth.com/fcc-phone-services-battery-backup-disclosure/ for more information on replacement batteries.

Converter Boxes

MaxxSouth Broadband encrypts channels and interactive video services. Even if your receiver tunes our cable channels you will need a digital converter that supports a CableCARDTM in order to view these channels.

Some TVs and DVRs support a CableCARDTM, allowing the television to directly decode the channels, but all CableCARDTM retail devices will require use of a tuning adaptor to view digital channels transmitted via digital technology (which is used by MaxxSouth). If you purchase a CableCARDTM compliant TV or DVR, call MaxxSouth to acquire equipment that will allow your new TV to receive the available digital programming.

MaxxSouth's converter will output only one tuned channel at a time. There might be certain features of your TV and VCR that depends on channel tuning (such as recording two or more programs on different channels at the same time, watching one channel while recording another, or using Picture-in-Picture) that you will not be able to use without additional equipment.

You can purchase the necessary equipment at retail outlets, or MaxxSouth Broadband can provide that equipment subject to additional equipment charges as applicable. Please call us for more information.

Cable converters that have decryption in them are illegal to sell or use unless the authorized by the cable company from which you receive service. People who use illegal converters (so called "pirate boxes" or "black boxes"), or who otherwise use our cable services without our authorization, are violating the law and stealing cable service. Federal and state laws prohibit theft of cable, and violators face criminal and civil penalties.

Remote Control

MaxxSouth converters operate by a hand-held remote control device. A remote will be provided by MaxxSouth as part of your service. Alternatively, you may purchase your own "universal" remote; or the remote control device that came with your TV, DVD, Blu-ray player, or other device; which may be capable of controlling our converter box. Please note: MaxxSouth does not recommend or guarantee that any third-party remote control will be fully functional with our converters or other equipment.

MaxxSouth Employee Identification

All MaxxSouth Broadband employees and subcontractors operating on our behalf carry identification cards with the person's picture. For your own safety, ask to check the identification before letting anyone into your home.

Subscriber Policy

What This Privacy Notice Covers

This notice describes our practices concerning customer "personally identifiable information" and certain other information. Personally identifiable information is information that identifies a customer and that has been furnished to us or that we have collected in connection with our services. This notice applies to our video services ("cable services") and voice services ("phone services"), collectively ("services").

This notice also discusses Customer Proprietary Network Information ("CPNI"). CPNI is customer information about that we obtain solely in connection with receipt of our phone services, and consists of the information contained in our phone services bill as well as any other information about the quantity, technical configuration, type, destination, location, and amount of use of phone services. If a customer is a phone service customer, we have a duty under federal law to protect the confidentiality of this CPNI and customers have the right to have the confidentiality of their CPNI so protected.

This notice does not apply to our High-Speed Internet service. See www.maxxsouth.com/internet-terms-and-conditions/ for terms and conditions applying to High-Speed Internet service.

This notice does not cover information that we may collect from our Internet portals and websites, each of which contains its own privacy notice, or any applications, web services or tools that you download or access from these portals and websites. This notice also does not cover third-party online content, applications or services that you may purchase or access through the Services (e.g., the services of Netflix, Google, Amazon, and other online providers "OLPs"),

which may have their own privacy policies.

See www.maxxsouth.com for the most current version of this notice, or you may also obtain a copy of the current notice by contacting us at **800-457-5351**.

If you continue to accept our services after a change, then you are deemed to have accepted the change. Please review the MaxxSouth website regularly for any changes.

1. Collection and Use of Personally Identifiable Information and CPNI

Personally Identifiable Information

To provide Services, MaxxSouth will need to collect data about you including your name; home, email and work addresses; home, cellular and work telephone numbers; social security number; driver's license number; credit, credit card, debit card and bank information; billing and payment information; records of damage and security deposits; records of maintenance and repairs; the MaxxSouth equipment (e.g., converters and cable modems) installed to provide your service; the televisions, telephones, computers, and other equipment you have connected to MaxxSouth's equipment or otherwise use to receive service or otherwise use; the location and configuration of the equipment; the programs, services and features to which you subscribe; identifying information for MaxxSouth's equipment (e.g., a serial number or MAC address of each converter box installed); MaxxSouth's equipment performance history; subscriber correspondence; records of violations and alleged violations of our terms of service; customer research and satisfaction data; and information available from third parties, such as age, income, other demographic information, and advertiser customer lists. We may remotely check the MaxxSouth Broadband equipment and the customer equipment for purposes including diagnostics and network security, and we maintain records of the results.

Under federal law, we may collect such personally identifiable information over our cable system without your consent if it is necessary to provide our services to you or to prevent unauthorized access to services or subscriber data. We may collect other information with your consent, which will be used subject to this consent.

We describe below the information that we may collect through our system or other information collections means.

Other information: Our system, in delivering cable services, may automatically log information concerning the use and performance of your MaxxSouth Broadband Equipment (e.g., programming choices; the date and time of these choices; and information, services, and products ordered from us or our advertisers). This data may be used to allow us to deliver desired information, products, and services to you.

Examples:

- If you request Video On Demand programming (VOD), we will need to collect information about your equipment and the particular title ordered to ensure the right VOD content is delivered to the right converter box. If the video ordered has a charge, we need to use your personal information to associate it with your billing account to bill the correct customer the correct amount.
- Our system uses digital technology to deliver additional channels and services. To do so, it collects customer tuning choices and information about the equipment used, to ensure that desired channels are delivered upon request. In order to provide the programming, this information is temporarily associated with the customer equipment and account; it will not be once the equipment identification is no longer needed for operations, troubleshooting, and billing purposes, but anonymous information may be preserved and used as described in the next paragraph.
- In addition, MaxxSouth tracks customer information, in a non-personally identifiable way, about equipment use and consumption of programming. This information may be combined with other non-personally identifiable information, and the aggregate or anonymous information may be used for business and service purposes, including: to research and determine which programming and commercials are being watched; to assist in paying for programming; to inform us, advertisers and programmers how many impressions were received; to analyze marketing, purchasing, and advertising patterns; and generally to make programming and advertising more relevant and useful to our customers. Because it is kept anonymous, none of this data will be used to personally identify you.

To deliver and route telephone calls, our service may automatically log information concerning the numbers its customers call and from which numbers they receive calls; the service features and functions used; the frequency of such use, and other CPNI as described herein.

Data that MaxxSouth collects from its customers is maintained and used as otherwise described herein as well as for the purpose of customer communication (e.g., to make sure customers receive the requested services; to make sure they are being billed properly; to send relevant account and service information; to maintain or improve the quality of the MaxxSouth's equipment and services; to answer questions from subscribers (e.g., for troubleshooting); to ensure compliance with relevant law and contractual provisions; to market services and other products that that may be of interest to a customer; and for tax, compliance, and accounting purposes).

With respect to CPNI, MaxxSouth uses information from furnishing phone services to provide customers with information about communications related products or services within the same category of services to which you already subscribe. In addition, we may from time to time use such CPNI to provide information about communications related products or services outside of the category of service to which you already subscribe (e.g., data services), subject to the customer's right to restrict use of CPNI for these purposes.

To exercise your right to restrict use, please notify us in writing at our main office or call **800-457-5351**. Include your name, account number, telephone number and address on any written request. If you do not notify us within 30 days of this notification that you wish to restrict our use of your CPNI, it is assumed that you approve using CPNI for this purpose.

MaxxSouth will not use CPNI without customer permission to provide information or marketing as to services that the FCC classifies as non-communications-related (including video services), or that are offered by third parties or joint ventures in which we participate. However, service representatives may request specific customer permission to use CPNI for the purpose of providing an offer as to video or other services. If such permission is granted, MaxxSouth will use or disclose the CPNI only for the duration of that telephone call, conversation, or other communication and only to offer additional services.

Permission or denial of permission to use CPNI remains valid until such time as phone services are discontinued or we receive notice changing the customer election on this issue.

2. Disclosure of Personally Identifiable Information and CPNI

Under the Communications Act, MaxxSouth may disclose personally identifiable information without your prior written or electronic consent only if: (1) disclosure is necessary to provide the customer services or conduct a legitimate business related to those services; (2) disclosure is required by law; or (3) for mailing lists, subject to the conditions described below. We may also disclose personally identifiable information and CPNI with customer consent.

Pursuant to providing services, MaxxSouth discloses personally identifiable information to third parties as necessary to provide customer services, including: our employees; related legal entities; agents; strategic partners offering products or services jointly or on our behalf; vendors acting under our direction, including repair and installation subcontractors; sales representatives; accountants; billing and collection services; consumer and market research firms; credit reporting agencies; and authorized representatives of governmental bodies. We also disclose the information to advertisers and vendors in order to carry out transactions at customer request.

To improve audience analysis, MaxxSouth may provide data that does not include personally identifiable subscriber information to third parties who combine it with other information. This anonymous data helps program networks and cable operators decide which programs, channels, and advertising to carry. MaxxSouth may also use such anonymous information to distribute targeted advertising without disclosing any personally identifiable information to the advertisers. These advertisements may invite customer interaction or transactional follow-up.

Unless you object, MaxxSouth may disclose limited personally identifiable information (as described below) for non-cable related purposes, such as direct marketing. Such disclosures are limited to the following "mailing list information": customer name, address and the services being provided (e.g., premium channels such as HBO, or tiers of service). In addition, we may add commercially available information that is available from third parties, such as your age, income, and other demographic or marketing information; or from advertisers to whom you have provided this information. Personally identifiable mailing list information does not include the extent of your viewing or use of a particular service; the nature of any transaction you make over the cable system; or any information that constitutes CPNI.

We may disclose or sell such mailing list information from time to time. If you wish to be removed from our mailing list, please notify us in writing at our main office, which will be noted on your cable bill; or by contacting us at www.maxxsouth.com/contact-us/. Please include your name and address on any such request.

We must disclose certain personally identifiable information and CPNI for phone service customers to 911 services; and to the customer, or upon express customer authorization to a designee. We also disclose limited personal information to telephone companies to ensure appropriate call routing. A party called via a toll-free number may identify the origin telephone number using a telephone network technology called Automatic Number Identification (ANI), but FCC rules prohibit parties that receive calls on toll-free numbers from distributing these telephone numbers.

Customer name, address and/or phone number may be provided in connection with Caller ID prevents display of Caller ID information, and dialing 82 resumes its display.

60387 Cotton Gin Port Road, Suite 2 Amory, MS 38821

1901 Jackson Ave. West, Suite B Oxford, MS 38655

functions; dialing 67

MaxxSouth provides customer name, phone number, and address information to directories cannot guarantee that errors will not occur. For customers that subscribe to our Private Listing service, we will take reasonable precautions to ensure that such information is not provided, but we errors will not occur. Customers seeking more information on Private Listing service can

363 East Calhoun Street Bruce, MS 38915

1106 N. 2nd Street, Suite G Booneville, MS 38829

and 411 services, but Listing service, MaxxSouth cannot guarantee that contact **800-457-5351**.

337 East Madison Street, Suite 4 Houston, MS 38851

826 Woodland Drive North Forest, MS 39074

3. Disclosure of Information to Governmental Entities and Other Legal

Federal law requires us to disclose personally identifiable information to a governmental under certain legal process. Generally, this process requires a court order. If an order is entity, the customer may have the opportunity to contest the disclosure; however, under the Privacy Act and other federal laws, we must disclose personally identifiable information in governmental entities without notifying the affected customer. MaxxSouth will honor these generally will comply with legal process when we believe we are required to do so. We will information in our possession to protect our rights, property, or operations, or in response to threats to individual or public safety.

725 Veterans Memorial Drive Kosciusko, MS 39090

Process

entity or other third parties sought by a governmental Electronic Communications some circumstances to laws and orders, and also disclose any

4. Phone Conversations

MaxxSouth Broadband may monitor or record telephone conversations between customers and MaxxSouth customer relations representatives, for the purpose of evaluating employee performance and improving customer service. Personally identifiable information resulting from this activity 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.

5. Time Period That We Retain Personally Identifiable Information

We reserve the right to maintain any information about subscribers for as long as necessary for business purposes. This retention period may run for the full length of the customer relationship as well as for such additional time as believed may be necessary to comply with tax, accounting, compliance, and other legal requirements.

6. Access to Records

Personally identifiable information will be provided to the subject customer for examination within five (5) working days of the receipt of a request from the customer or authorized representative, and between 10 am–5 pm, Monday–Friday at one of the following locations:

312 Park Plaza Drive New Albany, MS 38652

110 Canal Place Philadelphia, MS 39350

530 4th Avenue SE Red Bay, AL 35582

911 Highway 12 West, Suite 202-B Starkville, MS 39759

115 North Main Street Ripley, MS 38663

Customer is responsible for copying and other reasonable costs of providing the information.

Upon a reasonable showing, MaxxSouth Broadband is required to correct inaccurate information.

7. Your Rights Under the Communications Act

Violation of these provisions by MaxxSouth Broadband may lead to criminal and civil liabilities, and a person aggrieved by a violation may bring a civil action for damages. If you have any questions about this Privacy Notice, please contact us at **800-457-5351** or www.maxxsouth.com/contact-us/.

For Terms & Conditions and Service Disclosure documents related to High-Speed Internet service, visit www.maxxsouth.com/internet-terms-and-conditions/. Printed copies are also available in MaxxSouth Broadband lobby locations.

Technical Standards

MaxxSouth Broadband strives to maintain cable television signals which conform to all government technical regulations.

Should you have a complaint about the signal quality on our system, call 800457-5351 and a technical support representative will schedule a service call for you. We answer our phones twenty-four hours, seven days a week. MaxxSouth Broadband technicians make scheduled service calls from 8 am–5 pm Monday– Friday.

If you still have questions about signal quality, you may direct them to John Wuerdeman, Vice President and General Manager at **800-457-5351**, or contact the Cable Affairs Office in the franchise area in which you reside.

For the cable offices where you may lodge complaints for your franchise area, see below.

Mississippi:

Town of Abbeville 8 Business 7 South, Abbeville, MS 38601 662-816-8938	Town of Derma 120 South Main Street, Derma, MS 38839 662- 628-6689	Town of Maben 711 Second Avenue, Maben, MS 39750	City of Ripley 500 South Main Street, Ripley, MS 38863 662-837-0130	Lafayette County 300 North Lamar Boulevard, Oxford, MS 38655 662-236-2717
City of Aberdeen 125 West Commerce Street, Aberdeen, MS 39730 662-369-8588	Town of Ecu 176 Main Street, Ecu, MS 38841 662-489-3881	Town of Mathiston 41 Mathis Drive, Mathiston, MS 39752 662-263-4898	City of Salltillo 395 Mobile Street, Salltillo, MS 38866 662-869-5431	Leake County 101 Court Square #309, Carthage, MS 39051 662-267-7371
City of Amory 109 Front Street, Amory, MS 38821 662-256-5635	Town of Falkner 10161 CR 200, Falkner, MS 38629 662-837-4940	City of Morton 97 West First Avenue, Morton, MS 39117 601-732-8609	Town of Sebastopol 17403 Hwy 21, Sebastopol, MS 39359 601-625-7200	Lee County 105 North Broadway Street, Tupelo, MS 38802 662- 432-2021
Town of Ashland 16 4th Street, Ashland, MS 38603 662-224-6282	City of Forest 120 South Davis Street, Forest, MS 39074 601-469-2921	Town of Myrtle 1025 Church Street, Myrtle, MS 38650 662-988-2220	Town of Shannon 225 Broad Street, Shannon, MS 38868 662-767-9747	Neshoba County 401 Beacon Street. Suite 201, Philadelphia, MS 39350 601-656-6281
City of Baldwin 200 West Main Street, Baldwyn, MS 38824 662-365-2383	Town of Golden 211 Front Street, Golden, MS 38847 662-454-7100	Town of Nettleton 124 Short Street, Nettleton, MS 38858 662-963-2605	Town of Smithville 63443 Hwy 25 North, Smithville, MS 38870 662-651-4411	Oktibbeha County 108 West Main Street, Starkville, MS 39759 662-323-1520
Town of Belmont 94 Main Street, Belmont, MS 38827 662-454-3381	Town of Guntown 1589 Main Street, Guntown, MS 38849 662-348-5353	City of New Albany 101 West Bankhead Street, New Albany, MS 38652 662- 534-1010	Town of Snow Lake Shores 363 Snow Lake Drive, Ashland, MS 38603 662-224-3050	Prentiss County 100 North Main Street, Booneville, MS 38829 662-728-8151
Town of Blue Mountain 110 West Mill Street, Blue Mountain, MS 38610 662-685-4721	Town of Hatley 60279 Hatley Road, Amory, MS 38821 662-256-7245	Town of New Houlka 201 Walker Street, New Houlka, MS 38850 662-568-2745	City of Starkville 110 West Main Street, Starkville, MS 39759 662-323-2525	Scott County 100 East Main Street, Forest, MS 39074 601-469-1922
City of Booneville 203 North Main Street, Booneville, MS 38829 662-728-1831	Town of Hickory Flat 225 Spruce Street, Hickory flat, MS 38633 662-333-7884	City of Newton 203 East Church Street, Newton, MS 39345 601-683-6181	Town of Sturgis 2750 Highway 12 West, Sturgis, MS 39769 662-465-7970	Tippah County 101 East Spring Street, Ripley, MS 38663 662-837-7374
Town of Bruce 100 Public Square, Bruce, MS 38915 662-983-2453	City of Holly Springs 160 South Memphis Street, Holly Springs, MS 38635 662-252-4652	Town of Noxapater 328 West Main Street, Noxapater, MS 39346 662-724-4476	Town of Tishomingo 1281 Main Street, Tishomingo, MS 38873 662-438-6302	Mississippi Band of Choctaw Indians 354 Industrial Road, Choctaw, MS 39350 601-656-5251
Town of Burnsville 38 Gross Avenue, Burnsville, MS 38833 662-427-9526	City of Houston 120 East Madison Street, Houston, MS 38851 662- 456-2328	City of Philadelphia 525 Main Street, Philadelphia, MS 39350 601-656-3612	City of Union 404 Bank Street, Union, MS 39365 601-774-9422	
Calhoun City 102 South Monroe Street, Calhoun City, MS 38916 662-628-8345	City of luka 118 South Pearl Street, luka, MS 38852 662-423-3781	Town of Pittsboro 103 East Main Street, Pittsboro, MS 38951 662-412-2053	Town of Vardaman 206 North Main Street, Vardaman, MS 38878 662-682-7561	
City of Carthage 212 West Main Street, Carthage, MS 39051 601-267-8322	Town of Jumpertown 679 Hwy 4 West, Booneville, MS 38829 662-728-2658	City of Pontotoc 116 North Main Street, Pontotoc, MS 38863 662-489-4321	City of Water Valley 101 Blackmur Drive, Water Valley, MS 38965 662- 473-2431	
Town of Coffeerville 14615 Depot Street, Coffeerville, MS 38922 662-675-8416	City of Kosciusko 222 East Washington Street, Kosciusko, MS 39090 662-289-1226	Town of Potts Camp 17 South Center Street, Potts Camp, MS 38659 662-333-7285	Calhoun County 103 West Main Street, Pittsboro, MS 38951 662-412-3117	
Town of Decatur 66th Seventh Street, Decatur, MS 39327 601-635-2761	City of Louisville 2373 South Church Avenue, Louisville, MS 39339 662-773-9201	Town of Raleigh 150 Main Street, Raleigh, MS 39153 601-782-4672		

Alabama:

City of Red Bay
204 4th Avenue SE,
Red Bay, AL 35582
256-356-4473

