

MaxxSouth provides customer name, phone number, and address information to directories and 411 services, but cannot guarantee that errors will not occur. For customers that subscribe to our Private Listing service, MaxxSouth will take reasonable precautions to ensure that such information is not provided, but we cannot guarantee that errors will not occur. Customers seeking more information on Private Listing service can contact **800-457-5351**.

3. Disclosure of Information to Governmental Entities and Other Legal Process

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

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

Upon a reasonable showing, MaxxSouth Broadband is required to correct inaccurate information. Personally identifiable information will be provided to the subject customer for review and examination within five (5) working days of the receipt of a request of the customer or authorized representative. The request will specify the date for review and proposed location, as well as additional details on the specific information requested. Information can be examined 10AM–5PM, Monday–Friday at one of the following locations:

60387 Cotton Gin Port Rd. Suite 2 Amory, MS 38821	1106 N. 2nd St., Suite G Booneville, MS 3882
363 East Calhoun St. Bruce, MS 38915	826 Woodland Dr. North Forest, MS 39074
337 East Madison St., Suite 4 Houston, MS 38851	725 Veterans Memorial Dr. Kosciusko, MS 39090
15561 W. Main St., Suite C Louisville, MS 39339	312 Park Plaza Dr. New Albany, MS 38652
1901 Jackson Ave. West, Suite B Oxford, MS 38655	110 Canal Place Philadelphia, MS 39350
911 Highway 12 West Suite 202-B Starkville, MS 39759	115 North Main St. Ripley, MS 38663

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 **800-457-5351** and a technical support representative will schedule a service call for you. We answer our phones twenty four hours a day, seven days a week. MaxxSouth Broadband technicians make scheduled service calls from 8AM–5PM Monday–Friday. If you still have questions about signal quality, you may direct them to Heidi Joy Harnegie, 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 and to the right:

Mississippi <u>Town of Abbeville</u> 8 Business 7 South Abbeville, MS 38601 662-816-8938	662-427-9526	Guntown, MS 38849 662-348-5353
<u>City of Aberdeen</u> 125 West Commerce St. Aberdeen, MS 39730 662-369-8588	<u>Calhoun City</u> 102 South Monroe St. Calhoun City, MS 38916 662-628-8345	<u>Town of Hatley</u> 60279 Hatley Rd. Amory, MS 38821 662-256-7245
<u>City of Amory</u> 109 Front St. Amory, MS 38821 662-256-5635	<u>City of Carthage</u> 212 West Main St. Carthage, MS 39051 601-267-8322	<u>Town of Hickory Flat</u> 225 Spruce St. Hickory Flat, MS 38633 662-333-7884
<u>Town of Ashland</u> 164th St. Ashland, MS 38603 662-224-6282	<u>Town of Coffeeville</u> 14615 Depot St. Coffeeville, MS 38922 662-675-8416	<u>City of Holly Springs</u> 160 South Memphis St. Holly Springs, MS 38635 662-252-4652
<u>City of Baldwyn</u> 200 West Main St. Baldwyn, MS 38824 662-365-2383	<u>Town of Decatur</u> 66th Seventh St. Decatur, MS 39327 601-635-2761	<u>City of Houston</u> 120 East Madison St. Houston, MS 38851 662-456-2328
<u>Town of Belmont</u> 94 Main St. Belmont, MS 38827 662-454-3381	<u>Town of Derma</u> 120 South Main St. Derma, MS 38839 662-628-6689	<u>Prentiss County</u> 100 North Main St. Booneville, MS 38829 662-728-8151
<u>Town of Blue Mountain</u> 110 West Mill St. Blue Mountain, MS 38610 662-685-4721	<u>Town of Ecu</u> 176 Main St. Ecu, MS 38841 662-489-3881	<u>City of Iuka</u> 118 South Pearl St. Iuka, MS 38852 662-423-3781
<u>City of Booneville</u> 203 North Main St. Booneville, MS 38829 662-728-1831	<u>Town of Falkner</u> 10161 CR 200 Falkner, MS 38629 662-837-4940	<u>Town of Jumpertown</u> 679 Hwy 4 West Booneville, MS 38829 662-728-2658
<u>Town of Bruce</u> 100 Public Square Bruce, MS 38915 662-983-2453	<u>City of Forest</u> 120 South Davis St. Forest, MS 39074 601-469-2921	<u>City of Kosciusko</u> 222 East Washington St. Kosciusko, MS 39090 662-289-1226
<u>Town of Burnsville</u> 38 Gross Ave. Burnsville, MS 38833	<u>Town of Golden</u> 211 Front St. Golden, MS 38847 662-454-7100	<u>City of Louisville</u> 2373 South Church Ave. Louisville, MS 39339 662-773-9201

<u>Town of Maben</u> 711 Second Ave. Maben, MS 39750	<u>City of Ripley</u> 500 South Main St. Ripley, MS 38863 662-837-0130
<u>Town of Mathiston</u> 41 Mathis Dr. Mathiston, MS 39752 662-263-4898	<u>City of Salttillo</u> 395 Mobile St. Salttillo, MS 38866 662-869-5431
<u>City of Morton</u> 97 West First Ave. Morton, MS 39117 601-732-8609	<u>Town of Sebastopol</u> 17403 Hwy 21 Sebastopol, MS 39359 601-625-7200
<u>Town of Myrtle</u> 1025 Church St. Myrtle, MS 38650 662-988-2220	<u>Town of Shannon</u> 225 Broad St. Shannon, MS 38868 662-767-9747
<u>Town of Nettleton</u> 124 Short St. Nettleton, MS 38858 662-963-2605	<u>Town of Smithville</u> 63443 Hwy 25 North Smithville, MS 38870 662-651-4411
<u>City of New Albany</u> 101 West Bankhead St. New Albany, MS 38652 662-534-1010	<u>Town of Snow Lake Shores</u> 363 Snow Lake Dr. Ashland, MS 38603 662-224-3050
<u>Town of New Houlka</u> 201 Walker St. New Houlka, MS 38850 662-568-2745	<u>Tippah County</u> 101 East Spring St. Ripley, MS 38663 662-837-7374
<u>City of Newton</u> 203 East Church St. Newton, MS 39345 601-683-6181	<u>City of Starkville</u> 110 West Main St. Starkville, MS 39759 662-323-2525
<u>Scott County</u> 100 East Main St. Forest, MS 39074 601-469-1922	<u>Town of Sturgis</u> 2750 Highway 12 West Sturgis, MS 39769 662-465-7970
<u>Town of Noxapater</u> 328 West Main St. Noxapater, MS 39346 662-724-4476	<u>Town of Tishomingo</u> 1281 Main St. Tishomingo, MS 38873 662-438-6302
<u>City of Philadelphia</u> 525 Main St. Philadelphia, MS 39350 601-656-3612	<u>City of Union</u> 404 Bank St. Union, MS 39365 601-774-9422
<u>Town of Pittsboro</u> 103 East Main St. Pittsboro, MS 38951 662-412-2053	<u>Town of Vardaman</u> 206 North Main St. Vardaman, MS 38878 662-682-7561
<u>City of Pontotoc</u> 116 North Main St. Pontotoc, MS 38863 662-489-4321	<u>City of Water Valley</u> 101 Blackmur Dr. Water Valley, MS 38965 662-473-2431
<u>Town of Potts Camp</u> 17 South Center St. Potts Camp, MS 38659 662-333-7285	<u>Calhoun County</u> 103 West Main St. Pittsboro, MS 38951 662-412-3117
<u>Town of Raleigh</u> 150 Main St. Raleigh, MS 39153 601-782-4672	<u>Lafayette County</u> 300 N Lamar Blvd

Oxford, MS 38655
662-236-2717

Leake County
101 Court Square #309
Carthage, MS 39051
662-267-7371

Lee County
105 N Broadway St.
Tupelo, MS 38802
662-432-2021

Neshoba County
401 Beacon St. Suite 201
Philadelphia, MS 39350
601-656-6281

Oktibbeha County
108 West Main St.
Starkville, MS 39759
662-323-1520

Mississippi Band of Choctaw Indians
354 Industrial Rd.
Choctaw, MS 39350
601-656-5251

Alabama
City of Red Bay
204 4th Ave. SE
Red Bay, AL 35582
256-356-4473



BCI Mississippi Broadband, LLC DBA MaxxSouth Broadband
105 Allison Cove, Oxford, MS 38655
800-457-5351 www.MaxxSouth.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**. Addresses for retail locations are below:

60387 Cotton Gin Port Rd. Suite 2 Amory, MS 38821	1106 N. 2nd St., Suite G Booneville, MS 3882
363 East Calhoun St. Bruce, MS 38915	826 Woodland Dr. North Forest, MS 39074
337 East Madison St., Suite 4 Houston, MS 38851	725 Veterans Memorial Dr. Kosciusko, MS 39090
15561 W. Main St., Suite C Louisville, MS 39339	312 Park Plaza Dr. New Albany, MS 38652
1901 Jackson Ave. West, Suite B Oxford, MS 38655	110 Canal Place Philadelphia, MS 39350
911 Highway 12 West Suite 202-B Starkville, MS 39759	115 North Main St. 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., 8AM–11AM, 11AM–2PM, and 2PM–5PM) for installation and non-emergency service calls, which can be scheduled from 8AM until 5PM Monday–Saturday (days of operation may be different in certain areas). Non-emergency service calls are handled from 8AM–5PM, 5 days a week.

Billing Disputes

To dispute a bill, customers 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: MaxxSouth Broadband, ATTN: Customer Service Manager 406 North 3rd St., Booneville, MS 38829, and may be accepted or rejected.

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, Apple TV, Roku TV, Android TV, Amazon Firestick, 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. MaxxSouth offers its customers, for a separate fee, 24 hours of standby backup eMTA power (which may involve three 8-hour batteries to be used in sequence) Visit www.maxxsouth.com/fcc-phone-services-battery-backup-disclosure/maxxsouth for more information on replacement batteries. This notice is intended to provide only general guidance; the company that provides the backup battery can provide specific details regarding performance, storage, warranty, testing, recycling, and replacement. Please follow those details.

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 CableCARD™ in order to view these channels.

Some TVs and DVRs support a CableCARD™, allowing the television to directly decode the channels, but all CableCARD™ retail devices will require use of a tuning adapter to view digital channels transmitted via digital technology (which is used by MaxxSouth). If you purchase a CableCARD™ 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 depend 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 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.

MaxxSouth also offers MaxxSouth TV, our encrypted IPTV streaming TV service. A streaming device such as an Amazon Firestick, Roku stick, Roku TV, Android TV, Android devices, or a compatible computer is required to view this service. Please call us for more information.

Remote Control

MaxxSouth converters operate by a hand-held remote control device. A remote will be provided by MaxxSouth as part of any device rental charge. 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

MaxxSouth takes the safety of its customers seriously. It will make every effort to pre-schedule any in-home visits, and customers have the right to refuse entry; however, this may limit the ability of MaxxSouth to troubleshoot service issues. 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.

“988” National Suicide Prevention and Mental Health Crisis Lifeline

The Federal Communications Commission (FCC) has adopted “988” as a new 3-digit number to be used nationwide to reach the National Suicide Prevention

and Mental Health Crisis Lifeline. For “988” to function properly, 10-digit local dialing must be implemented. Beginning June 1, 2022, MaxxSouth customers will no longer be able to make local calls using 7-digit dialing. Customers will need to dial the area code for all local calls.

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 that we obtain based on our service relationship with phone customers, 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 “OLP”), which may have their own privacy policies.

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. 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 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 functions; dialing 67 prevents display of Caller ID information, and dialing 82 resumes its display.