

WOW!® Privacy Notice



This Privacy Policy explains the types of information that WideOpenWest Finance, LLC and its affiliates (collectively, "WOW!," "we," or "us") may collect about you and how we use, disclose, and protect that information, as well as the choices you have about the use of your information.

WHEN THIS PRIVACY POLICY APPLIES

This Privacy Policy applies to the information we collect when you subscribe to, access, or use WOW! cable television and video services, Internet services, voice services, as well as WOW! branded applications and other online content in conjunction with or as part of any of these services. Collectively, these are referred to as the "Service" or "Services" throughout this Privacy Policy. In addition, this policy applies to your access or use of websites owned and operated by WOW!, including www.wowway.com and www.wowforbusiness.com (the "WOW! Websites"). It also applies to the information we collect about you from third parties.

Some WOW! services, websites, and applications may have special policies, terms, and conditions that apply to the collection, use, and disclosure of your information. Specifically:

- Further details about some services can be found in the "[Additional Product and Service-Specific Information](#)" section below.
- WOW! branded applications may be subject to separate terms and conditions and policies that are provided to you when you download the application.
- A separate Website Visitor Agreement applies to your access or use of the WOW! Websites, which can be found at www.wowway.com or www.wowforbusiness.com by clicking on the "Terms & Conditions" section.
- We may provide additional notices to you regarding specific advertising or other initiatives. These notices will describe the initiatives in greater detail and may, as appropriate, contain information regarding how to participate, or not participate, in these initiatives.

This Privacy Policy does not apply to:

- Information collected through non-WOW! products, services, websites, and applications that you may access or use through WOW! services, websites, and applications, even if they are co-branded with WOW! brands.
- Information collected by devices, such as smart TVs, or through non-WOW! mobile applications where the manufacturer or application owner has enabled information-gathering capabilities, including automatic content recognition, that we do not control.

You should read the privacy policies for these other devices, products, services, websites, and applications to understand whether and how they apply to you and the information they collect about you. WOW! is not responsible for: (i) the use, storage or disclosure of information that you provide to a third party; (ii) webcasting or any other form of transmission received from any third party; (iii) third-party devices, products, services, websites, or applications. WOW!'s provision of links or other access to third-party devices, products, services, websites, or applications does not imply endorsement by WOW! or affiliation with these third parties.

COLLECTION OF YOUR INFORMATION

WOW! collects information from you to provide Services to you. Some of the information we collect is personal information, such as your name, address, and telephone number, but much of it is not. For example, personal information does not include any aggregate data or data that identifies a specific individual or household. Personal information does not include data that is collected anonymously, or has been anonymized, de-identified, or aggregated or demographic information not connected to an individual or household, such as your zip code, gender, IP address, MAC address, or other equipment identifiers.

Information you provide to us directly

We may obtain information directly from you when you create or update an account, register for a WOW!-branded app, interact with customer service, enter it on the WOW! Websites, or interact with us on behalf of your business, such as:

- Contact information (e.g., name, billing address, service address, telephone number, and email address).
- Financial information (e.g., credit card number, bank account information, or other similar account information).
- Other background information for purposes such as conducting credit checks and preventing fraud (e.g., birth date, driver's license number, copy of driver's license, and social security number).
- Information about the types of Services you are interested in (e.g., television viewing, sports, and personal finance) and your satisfaction with the Service (e.g., responses to questions concerning subscriber satisfaction and viewing habits).
- Records of your communications with us and our customer support representatives. This information is available only to authorized personnel for maintaining and supporting the use of our Services.

Information we collect automatically

When you use our Services, we may collect information from you, including, but not limited to:

- Service-related details such as: (i) location of Service, including information from the devices you use to access the Service that tells us where you are at a specific point in time; (ii) technical configuration of Service; (iii) type of Service; (iv) quantity of Service; (v) amount of use of Service, including, for residential subscribers, the amount of data you consume; (vi) the performance of our Service and your service connection; (vii) calling patterns; (viii) technical information about and customization settings and preferences for televisions, set-top boxes, computer hardware and software, cable modems, Fiber Terminals, telephones, and other Service-related devices; and (ix) other information contained on your bill for local and long distance services.
- Account information such as: (i) billing, payment, and deposit history; (ii) customer correspondence and communications records; (iii) maintenance and complaint information; and (iv) records indicating the number of television sets, set-top boxes, modems, Fiber Terminals, or telephones connected to our cable system. If you rent your residence or business location, we may have a record of whether landlord permission was required prior to installing our cable facilities, as well as your landlord's name and address.
- Information about when you use our high-speed Internet and phone services to: (i) send and receive email, video mail, and instant messages; (ii) transfer and share files; (iii) make files accessible; (iv) visit websites; (v) place or receive calls; (vi) leave and receive voicemail messages; (vii) establish custom settings or preferences; (viii) communicate with us for support; and/or (ix) otherwise use the Services and associated features. We will not read your outgoing or incoming email, video mail, private chat, or instant messages, but we (or our third-party service providers) may store email messages and video mail messages for a period of time. We (or our third-party service providers) may use tools that automatically scan your emails, video mails, instant messages, file attachments, and other files and communications in order to help prevent and block "spam" emails, viruses, spyware, and other harmful or unwanted communications and programs on the Service. These tools do not collect personal information about you.
- Information related to your use of our interactive or other transactional services, such as video on demand, to carry out a particular request you make using your remote control, set-top box, DVR, computer, remote access device, or other equipment or to determine the time you spend using our Services, the use of features of our Services, and which menus and menu screens are used most often and the time spent using them.
- Information related to your use of WOW!-branded apps such as: (i) general and specific programming interests; (ii) geolocation information; (iii) your use and operation of the application (e.g., the number of times you use the app or certain features of the app); (iv) the devices you use to access the app or our services (e.g., device identifier, MAC address, Android Advertising ID, operating system, ISP, and IP address); (v) the content you view; (vi) usage data associated with how you interact with the app; and (vii) configuration data for WiFi-enabled devices you may use to access the app.

When you visit the WOW! Websites or use WOW!-branded apps, we may collect information from you using cookies, web beacons, pixels, or other technologies, such as:

- Information about your interactions within the WOW! Websites or apps, including where you browse, what you search, and any purchases you make within those sites and apps.
- Information about your computer configuration, such as your IP address, browser, operating system, and the domain name of your Internet service provider.
- Information about other websites visited, time of visits, content viewed, ads viewed, and other click stream data.
- Demographic information.

When we (or our third-party service providers) send you an email, we use clear gifs (also known as web bugs or web beacons) which are small invisible images included in HTML-based emails. These clear gifs determine whether an email recipient can receive an HTML-based email and if the recipient has opened a particular email. The clear gifs help improve content, determine readership levels, and customize and improve your overall customer experience.

Information we receive from third parties

Third parties may share with WOW! information about you with us, such as:

- Information related to your use of the third-party services that you use together with our Services. For example, if you subscribe to YouTube TV through WOW!, you will be required to establish a Google account and WOW! will have access to information associated with your Google account, such as your name, Google ID, and email address.
- Your credit history, including credit reports and account history inquiries.

Aggregated information

We may collect information about you in an anonymous, de-identified, or aggregate format. For example, our cable systems collect aggregated information, such as ratings surveys and service usage and other statistical reports, which do not personally identify you, your particular viewing habits, or the nature of any transaction you have made. These reports may include information about which programs you watch and which are most popular (including things like the number of times a program is watched per date, the average length of time a program is watched, and how many people watch a program to its conclusion) and whether you are watching commercials. We sometimes combine this information with additional demographic information (such as census records, gender, marital status, age, income, education and occupation) and may use or share it with others for audience analysis,

programming, marketing, advertising, and other purposes.

In addition, the WOW! Websites servers use log files that record aggregate information about site usage such as Internet Protocol (IP) addresses, browser types, Internet service providers, referring/exit pages, pages accessed, platform types, date/time stamps, times of use, and numbers of clicks. We use clear gifs to collect this information on the WOW! Websites. When you visit the web page, your browser contacts our servers and creates a log entry. These entries do not use personal information, and they provide us with more accurate website visit and session information in the log files.

USE OF YOUR INFORMATION

As described in more detail below, WOW! uses the information we collect to provide the Services, communicate with you, improve the Services and WOW! websites, personalize the Services and WOW! websites, deliver relevant advertisements, protect you and the Services, and comply with the law. WOW! will use personal information only for the purposes described in this Privacy Policy.

To provide the Services

We use the information we collect to provide the Services you have requested or to which you subscribe, including:

- Installing, configuring, operating, providing, supporting, monitoring, and maintaining our Services and Service-related devices.
- Managing the network supporting our Services.
- Billing and invoicing.
- Investigating and verifying your credit and credit history.
- Providing technical support.
- Upgrading hardware and software.
- Identifying you when changes are made to your account or services.
- Carrying out requests you make using equipment related to the Service, such as particular requests using your remote control, set-top box, DVR, computer, remote access device, or other equipment, including requests to watch a pay-per-view program or purchase a product, service, or feature.
- Authenticating (or allowing others to authenticate) your right to access certain services, including using geolocation information to determine if you are within the United States (as use of our Services is limited to the United States) and to track if you are on your home network (as there are some channels and Services that only can be watched or used while you are inside your home).

To communicate with you

We use the information we collect to communicate with you, including:

- Providing customer service and technical support.
- Sending you surveys about the Services.
- Contacting you with information about the Services you subscribe to, such as a billing statement, a past due invoice, a notice of interruption in your Services, or a notice of price or feature change in your Services.
- Where WOW! offers Internet services based upon the amount of data you use to residential subscribers, periodically sending usage notices or reminders.

To understand the use of and make improvements to the Services and WOW! Websites

We use the information we collect to understand the use of, and identify improvements to, the Services and WOW! websites. This includes creating audience measurement and analytics reports for us and third parties, which consist of anonymous, de-identified, and/or aggregate information about your use of our cable television and video services.

To personalize the Services and the WOW! websites and deliver relevant advertising

We use information we collect to provide recommendations and deliver relevant advertising, including:

- Recommending programming to you based on your viewing history.
- Customizing the Services and offering you personalized features.
- Tailoring the WOW! Websites to your location and interests.
- Creating directories and offering directory assistance services.
- Creating mailing lists, an enhanced database, or business records for marketing.
- Contacting you with information about new products, programming, or services that may be of interest to you.
- Delivering on our websites and applications, as well as other websites, relevant advertising and promotions relevant to your location, interests, the products and services you have viewed on the WOW! Websites, and other websites you have visited.
- Tracking whether you have seen a particular advertisement before to avoid sending you duplicate advertisements.
- Allowing third parties, in which you may be interested, to provide you with their advertisements and promotions on other websites.

To protect you and the Services and comply with the law

We use the information we collect to protect you and the Services and comply with the law, including:

- Detecting and preventing fraud and the unauthorized reception, use, or abuse of our Services.
- Protecting you and our Services from “spam” emails, viruses, spyware, and other harmful or unwanted communications and programs.
- Detecting violations of any applicable policies and terms of service.
- Enforcing our property rights and rights under our terms of service and policies (including collection of unpaid amounts).
- Protecting our customers, employees, or property.
- Responding in emergency situations.
- Including your information in E911 databases and records or “reverse 911” systems or troubleshooting 911/E911 record errors.
- Responding to a subpoena, court order, or search warrant.
- Complying with our regulatory obligations.

DISCLOSURE OF YOUR INFORMATION

WOW! affiliates

We may share information about you with our affiliates to provide the Services you have requested or to which you subscribe, or to make your WOW! experience more streamlined, such as through combining account information into a single location for easier access. We may also share information about you with our affiliates for their own marketing purposes, as permitted by relevant consent requirements.

Account holders and other authorized users

We may disclose information about a subscriber’s account and use of a Service or feature to the primary account owner after appropriate authentication. The primary account owner may also authorize other users to access information on the account, which may include information about the primary account owner’s use of the relevant Service.

Service providers, suppliers, and vendors

We share information about you with our service providers, suppliers, and vendors who provide us with equipment and business services, such as billing and collections, payment processing, accounting and auditing, legal services, analytics and research, marketing and advertising, service delivery and customization, programming, maintenance and operations, customer support, and fraud prevention. Service providers, suppliers, and vendors that help us provide the Services to our subscribers are not permitted to use personal information except for the purpose of providing the Services, and in a manner consistent with this Privacy Policy.

Third parties

In a manner consistent with relevant privacy laws and this Privacy Policy, WOW! may share information with third-parties as follows:

- **Advertisers.** We may share information about you with third parties for their own marketing and advertising purposes, as permitted by law. This may include information about your use of the WOW! Websites, our cable television and video services (in non-personally identifiable or aggregate formats), and WOW! branded apps. These third parties may also share this information with other third parties for their own advertising or marketing use.
- **Audience measurement and analytics companies, ratings agencies, and market research firms.** We may disclose information about your use of our cable television and video

services in non-personally identifiable or aggregate formats to audience measurement and analytics companies, ratings agencies, and market research firms. These companies sometimes combine this with additional demographic information (such as census records, gender, marital status, age, income, education and occupation) and may use or share it with others for audience analysis, programming, marketing, advertising, and other purposes.

- **Credit reporting agencies.** We may provide your information (such as your social security number) to credit reporting agencies to obtain a credit report or similar information and/or make inquiries of account histories. In addition, we may disclose information about residential subscribers, including your payment history, to credit reporting agencies.
- **Public safety authorities.** We may provide your name, address, and telephone number to public safety authorities and their vendors for inclusion in E911 databases and records, inclusion in "reverse 911" systems, or to troubleshoot 911/E911 record errors.
- **Caller ID.** We may transmit your name and/or telephone number to be displayed on a Caller ID device unless you have elected to block such information. Please note that Caller ID blocking may not prevent the display of your name and/or telephone number when you dial certain business or emergency numbers, such as 911 or 900 numbers, or toll free 800, 888, 877, or 866 numbers.
- **Directory services and assistance.** We may publish and distribute, or cause to be published and distributed, telephone directories in print or on the Internet. Those telephone directories may include subscriber names, addresses, and telephone numbers. We cannot correct any errors in customer names, addresses, or telephone numbers appearing in, or omitted from, our or our vendors' directory lists until the next available publication of those directory lists. We may also provide this information to unaffiliated directory publishers and directory assistance providers for their use in creating directories and offering directory assistance services. Once our subscribers' names, addresses, and telephone numbers appear in telephone directories or directory assistance services, they may be sorted, packaged, repackaged, and made available again in different formats by anyone. We may have no control over information appearing in these directories or directory assistance services. We take reasonable precautions to ensure that non-published and unlisted numbers are not included in our telephone directories or directory assistance services, but we cannot guarantee that errors will never occur. There is a fee for subscribers who choose to have non-published or unlisted numbers.
- **Potential purchasers of our business.** If we enter into a merger, acquisition, or sale of all or a portion of our assets (including the sale of delinquent accounts or receivables to third parties for collection), subscribers' information will, in most instances, be one of the items transferred as part of the transaction.
- **Government and other entities when required by law or to protect WOW! or others.** We may be required by law or legal process, such as a subpoena, court order, or search warrant, to disclose certain information about you to third parties, including to government entities, such as law enforcement, and parties and their lawyers in connection with litigation. This may include outgoing or incoming email, video mail, private chat, or instant messages that we or our third-party providers store or are required to store. We may also disclose information about you to protect our customers, employees, or property, in emergency situations, to enforce our property rights and rights under our terms of service and policies (including collection of unpaid amounts), in court or elsewhere, and as otherwise permitted by this Privacy Notice or applicable law. In addition, if you agree to participate in certain government-funded discount or subsidy programs related to your WOW! services, WOW! will send information (such as your name, address, date of birth, and telephone number) to the governmental entity that sponsors the program.

ADDITIONAL PRODUCT AND SERVICE-SPECIFIC INFORMATION

Internet services

By using WOW! Internet services, you assume all responsibility related to the security, privacy, and confidentiality risks inherent in sending any content or information over the Internet or providing personal information to third-party websites. The Internet cannot be absolutely protected against intentional or malicious intrusion attempts. WOW! does not control the Internet or third-party websites, over which you may choose to send confidential personal information or other content, and, therefore, WOW! does not warrant any safeguard against any interceptions or compromises to your information, or how your information may be used by a third-party website. When posting any content or information on a website, you should think carefully about your own privacy in disclosing detailed or private information about yourself and your family.

WOW! subscriber access to Online Content

As part of its video service, WOW! may provide online or remote access to certain programming and other content, which you may access using a computer or mobile device (the "Online Content"). You (and members of your household or business) are allowed access to the Online Content by use of a WOW! password (or other similar credentials). The availability of such Online Content varies depending on your service location and the level of service to which you subscribe and is subject to change.

By accessing the Online Content, you agree and understand that: (i) your access to Online Content is subject to the WOW! terms of service and this Privacy Policy, which are subject to change, as well as additional terms and conditions imposed by the Online Content provider; (ii) you are responsible for any airtime or data charges that may apply; (iii) you are responsible for keeping your password and other credentials confidential, as password sharing with persons outside your household or business is prohibited; (iv) WOW! may use its system and equipment to collect, use, and store information regarding your use of the Online Content and may disclose anonymous usage information to Online Content providers and others; and (v) WOW! may also provide information about you to Online Content providers or their vendors so that they can: (a) verify that you are an authorized WOW! subscriber who has authority to access the Online Content; and (b) identify certain characteristics about you, such as your service location. For example, we may provide content providers with information such as your WOW! subscription status, globally unique identifier, zip code, and other identification information. The content providers may use and store the information for purposes of authenticating your access rights and providing Online Content to you, including, for example, professional sports programming that is subject to league blackout rules based on a viewer's zip code. The content providers may also share anonymous information regarding you that we provide for various other commercial purposes, such as selling advertising and generating ratings information.

In addition, to access some Online Content, you may be re-directed to a website that is not controlled by or affiliated with WOW! (a "third-party site") and is subject to its own terms and conditions and policies. WOW! has no responsibility for the Online Content or any other aspect of the third-party site, or for the use, storage, or disclosure of information that you provide to a third party. WOW! is not responsible for webcasting or any other form of transmission received from any third-party site, nor is WOW! responsible if the third-party site is not working appropriately. WOW!'s provision of links or other access to a third-party site does not imply WOW!'s endorsement of the site or its contents, or affiliation with its operators. You are responsible for viewing and abiding by the terms and conditions and policies posted on third-party sites.

When you access Online Content provided by Internet-based companies not affiliated with WOW!, such as Netflix®, Amazon Video®, Hulu Plus®, and YouTube® ("Internet Content Providers"), by use of your WOW! provided set-top box or other device, you further understand, agree, and acknowledge that: (i) the Online Content is not provided by WOW! and WOW! has no responsibility for it; and (ii) you are subject to the terms of use, pricing, privacy policies, and other rules established solely by such Internet Content Providers (you should review those terms and policies prior to accessing the Online Content or any third-party website by use of the WOW! Services or equipment); (iii) WOW! is not responsible for any account (or other interaction or relationship) that you may establish with such Internet Content Providers; and (iv) when you access the Online Content, you are leaving the WOW!-controlled experience, and, therefore, you will generally not receive WOW! emergency alert system ("EAS") messaging; provided, however, you agree that we may in our discretion terminate your session with an Internet Content Provider (and interrupt your access to the Online Content) in order to transmit EAS messages.

WOW! Whole-Home WiFi (WHWF), WOW! Whole-Business WiFi (WBWF), or WOW! WiFi with eero devices

WOW! and its equipment supplier, eero inc., collect and use certain information about you when you use WHWF, WBWF, or WOW! WiFi with eero devices. WOW! customers with eero devices are subject to the provisions of this policy, and the eero privacy policy located at <https://eero.com/legal/privacy>. We use this information to register your eero devices and authenticate you as a valid WOW! Internet subscriber authorized to access WOW! WiFi or WHWF/WBWF through an eero device, which may include without limitation name, phone number, email address and password, the configuration of your eero device, and the unique device identifier associated with your device (such as a serial number or MAC address), and IP address associated with your Internet service. Once you are registered and authenticated, your information will be stored by WOW! and/or eero to allow you to auto-connect to WOW! WiFi or WHWF/WBWF without having to authenticate each time you access the service. Periodically, you will be required to re-authenticate.

WOW! and/or eero may track and store IP addresses and the MAC address of your devices accessing WOW! WiFi or WHWF/WBWF, as well as usage data associated with the MAC addresses of each device. We also may collect usage data relating to your use of WOW! WiFi or WHWF/WBWF, which data will be collected in the aggregate and linked only to your unique device identifier. You further acknowledge and agree that WOW! and/or eero: (i) have the right to electronically monitor your use of WOW! WiFi or WHWF/WBWF to operate the WiFi Equipment properly, to protect itself or its subscribers, to enhance or develop WOW! services offered to you, to disclose any information as necessary to satisfy any law, regulation, or other governmental request (such as a subpoena or court order), or to protect our rights, network, users or property; (ii) may monitor the traffic for network management and security purposes, such as identifying malware, bandwidth consumption, location of the access points, session start and end time, types of protocols and applications used, and illegal content, such as child pornography; and (iii) may collect additional personal information from you, as part of a registration or similar process. We may use that information for marketing and other purposes.

Third-party products and services

WOW! may from time to time offer other products and services that are provided by third parties not affiliated with WOW!, such as mobile phone services, streaming services, enhanced security products and services, and home warranty products. These products and services are provided by third parties and are subject to their own terms, conditions, and policies. You understand and agree that WOW! is not responsible for your purchase, access to, or use of such third-party products and services, including their subscription or payment requirements, content, features, pricing, equipment requirements, terms and policies, or any other aspect of the third-party product or service, or for the use, storage, or disclosure of information that you provide to such a third party. You assume all risks associated with such third-party products and services. WOW!'s provision of links or other direct access to a third-party service provider or product supplier does not imply endorsement by WOW! of the third-party product, site, service, or its contents, or affiliation with its operators, even if the product or service is billed to you by WOW! on behalf of the third party. You alone are responsible for viewing and abiding by any applicable privacy statements and terms of use of the third-party products and services. You expressly acknowledge that you assume all responsibility related to the security, privacy, and confidentiality risks inherent in sending any content or information over the Internet or providing personal information to a third party.

Third parties may share with us information about your use of their products and services, which may be used and disclosed by us in accordance with relevant Privacy Laws and this Privacy Policy. For example, if you subscribe to YouTube TV through WOW!, you will be required to establish a Google account, and Google will share certain information about you with WOW!, such as your name, Google ID, and email address associated with your Google account. WOW!'s use of information received from Google APIs will adhere to Google

API Services User Data Policy, including the Google Limited Use requirements. Google, LLC's separate terms and privacy policies otherwise apply to the YouTube TV service. WOW! Customers should review these separate terms and conditions at <https://tv.youtube.com/learn/offer-terms/> prior to using the service. In addition, WOW! will obtain access to certain information about you in order to process the service order and bill you for the YouTube TV service.

SPECIAL NOTE ABOUT CHILDREN

You must be 18 years old to sign up for WOW!'s Services. The Services are not directed to children under the age of 13, and WOW! does not knowingly collect personal information from children under 13. If we become aware that we have inadvertently collected personal information from a child under 13 without verifiable parental consent, we will take steps to delete such information as soon as possible. If any portion of the Services is determined to be directed to children under 13, WOW! will comply with all applicable requirements under the Children's Online Privacy Protection Act (COPPA), including providing clear notice, implementing age screening mechanisms, and obtaining verifiable consent before collecting any personal information.

WOW! encourages parents and legal guardians to supervise their children's use of the Services and instruct their children never to provide personal information through the Services without their permission. We also recommend the use of parental control tools available from online services and software providers to help ensure a safe online environment for children. If you believe we may have collected personal information from a child under 13 in violation of this policy, please contact us immediately (see the ["How to Contact WOW!"](#) section below).

HOW WE PROTECT YOUR INFORMATION

We follow industry standard practices to prevent unauthorized access to your information. However, we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose your information.

HOW LONG WE KEEP YOUR INFORMATION

We keep your information for varying amounts of time depending on the type of information and our business and legal requirements. For example, WOW! maintains information about our subscribers as long as they subscribe to cable service or other services. We also maintain this information for a period of time after you are no longer a subscriber if the information is necessary for the purposes for which it was collected or to satisfy other business, legal, or tax requirements. If these purposes no longer apply, we will destroy the information pursuant to relevant law and internal policies and procedures.

THE CHOICES YOU HAVE TO CONTROL OUR USE OF YOUR INFORMATION

Information we obtain directly from you

Visitors to the WOW! Websites can review and change information that they provide to us through the WOW! Websites by returning to the pages where they entered it and reviewing or changing the information directly.

Subscribers can request changes to some information that they provide to us, such as billing and account information, using their WOW! Account Manager at login.wowway.com, or by calling WOW! at:

Residential subscribers: 1-866-496-9669

Business subscribers: 1-888-969-4249

These changes will require you to verify your identity using a WOW! account number, personal identification number or PIN, or another identifier requested by WOW!.

Email contact from WOW!

If you provide us with your email address, WOW! may send you promotional emails. You understand and agree that: (i) certain emails (such as to a wireless device) may result in data or airtime charges from your carrier, which are your responsibility; and (ii) you will notify us immediately if your contact email address changes. If you no longer wish to receive promotional emails from WOW!, you may opt out by clicking the unsubscribe link in the emails or logging into your account and changing your email subscriptions or preferences.

If you are a WOW! subscriber, we may send a welcome email and other information to new subscribers (including each new secondary account holder, where applicable). We may also send service-related announcements and notices to our subscribers from time to time. For example, we may send you emails regarding your service usage or data consumption (for residential subscribers), service changes (including changes in pricing, terms, operating policies, or features), service interruptions, service appointments, equipment, billing statements, and past due invoices. You may not opt out of these service-related communications. If you fail to check your primary WOW! email address for service-related announcements, you may miss important information about our services, including legal notices.

As explained above in the ["Collection of Your Information"](#) section, we (or our third-party service providers) may use clear gifs to track whether you open our emails and whether you are capable of receiving HTML-based email. WOW! owns the information collected by using clear gifs, and our third-party service providers are obligated to keep this information confidential and not share this information with anyone else or use it for any other purpose. If you do not want to receive emails that use clear gifs, you can set up your email program so that it does not accept HTML-based email and instead uses only plain text format for email.

Telephone contact from WOW!

If you provide us with your telephone number, WOW! may contact you by telephone call or text message at that number (which may be your home telephone, your cell phone, or another number that you provide to us) in order to market our services or, if you are a WOW! subscriber, provide you with transactional or information messages about your WOW! account and services. For example, we may call you about a new product or promotion, if there will be a change or interruption in your services, or if we have a question about or want to provide you with information concerning your services, equipment, account, billing statement, or a past due invoice. These calls and texts may be autodialed or include prerecorded or artificial voices. You understand and agree that: (i) certain calls or texts may result in data or airtime charges from your carrier, which are your responsibility; (ii) you will notify us immediately if your telephone number changes; and (iii) being included in any state or federal "do not call" registry will not be sufficient to remove you from WOW!'s marketing list.

Please contact us as described below in the "WOW!'s 'do not call' and 'do not mail' lists" section if you do not want to receive calls and texts at the telephone number you provide us. You are not required to consent to automated marketing calls in order to subscribe to WOW! services.

You understand and agree that when we communicate with you by phone, the call may be recorded for quality assurance purposes.

WOW!'s "do not call" and "do not mail" lists

You may call WOW! at 1-866-496-9669 (for residential subscribers) or 1-888-969-4249 (for business subscribers) to ask us to put your name on our "do not call" and "do not mail" lists so that you do not receive marketing or promotional telephone calls or postal mail from us (or on our behalf).

If you prefer to contact WOW! in writing, you may send a written request to the address listed below under ["How to Contact WOW!"](#) Be sure to include your name and address, your WOW! account number, and a daytime telephone number where you can be reached in case we have any questions about your request. The written request should be signed by the person who is identified in our billing records as the subscriber. If you have a joint account, a request by one party will apply to the entire account. If you have multiple accounts, your notice must separately identify each account covered by the request.

Cookies

Cookies are small files stored on a computer's hard drive. WOW! and our service providers use cookies and other technologies with similar purposes, like web beacons and pixels, to simplify and improve your experience on the WOW! Websites, to help us tailor the WOW! Websites to your needs, to deliver personalized services, and to remember certain choices you've made so you don't have to reenter them by, for example, remembering your location, login information, or plan features. WOW! does not store your name or other personal information in cookies.

WOW! and our service providers may also use cookies or similar technologies to deliver relevant advertising or other content to you on the WOW! Websites or when you visit other websites that display WOW! advertisements, including advertisements tailored to your location and web browsing activity, and to determine whether you have seen a particular advertisement or content before in order to avoid sending you duplicates. WOW! also allows third parties that offer goods or services you may be interested in to use cookies or similar technologies to provide you with their advertisements and promotions across various other websites. The use of information obtained via cookies or similar technologies by service providers and third parties is subject to their own privacy policies.

Most web browsers allow you to delete cookies and can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. WOW! does not respond to "Do Not Track" signals sent from browsers.

Some of the service providers and third parties that use cookies and similar technologies for advertising-related purposes are members of programs that offer you additional choices regarding the collection and use of your information. For example, some of the ads you may receive on websites and apps that are tailored to your interests based on your previous web browsing and search history will display an "AdChoices" icon. When you see the AdChoices icon, you can also click on it to obtain additional information about the advertisement and your ability to make choices about receipt of such ads. You can also visit www.thenai.org/opt-out/browser-opt-out/ or <https://tools.google.com/dlpage/gaoptout> to learn more about your opt out options.

Opting out of the use of cookies or similar technologies may, in some cases, preclude you from using, or negatively impact the display or function of, the WOW! Websites or certain areas or features of the WOW! Websites.

Location-based advertising

In some service areas, WOW! may use subscribers' geographic location information to allow us and our advertisers to display relevant online advertisements to you. This type of location-based advertising uses the zip code (including the last four digits) location of your cable modem or Fiber Terminal to identify your service area. Online ads are then displayed to you with content tailored to your local service area. You will not receive more advertising than you otherwise would. We will not share personal information, and this feature does not use your Internet browsing history. For residential subscribers, visit www.wowway.com/help-center/internet, select "Show More Topics," then select "Online Advertising" for more

information about this location-based advertising. For business subscribers, visit www.wowforbusiness.com/support/faqs for more information.

If we use location-based advertising in your area, you may opt out. If you opt out, you will still receive advertising, but it will not include location-based advertising. To opt out of this service as a residential subscriber, log in to the WOW! Online Account Manager at login.wowway.com, select "Preferences" from the menu bar, select "I do not want to receive location-based advertising," and click "Save Preferences." To opt out of this service as a business subscriber, visit login.wowway.com and log in to manage your preferences.

OUR NETWORK MANAGEMENT PRACTICES

Network safety blocking feature

For residential subscribers, WOW! may in its sole, reasonable discretion use a targeted threat protection solution that helps protect against DNS and web-based threats (such as malicious domains and URLs, malware, ransomware downloads, and zero-day phishing attacks) by blocking such threats (the "Blocking Feature"). The Blocking Feature automatically blocks certain websites and web-based threats that are determined by WOW! in its sole and reasonable discretion to be likely malicious or otherwise harmful (the "Blocked Sites"). The Blocking Feature will automatically block the Blocked Sites, so that those websites are not accessible by use of the WOW! Internet service. You will receive a notification from WOW! when a Site is blocked. WOW! may use information sources over which it has no control (such as third-party databases) to implement the Blocking Feature, which information may change from time to time. There is a risk that the Blocking Feature will block websites that you may want to access. VISIT OUR WEBSITE AT [HTTP://WWW.WOWWAY.COM/HELP-CENTER/INTERNET](http://WWW.WOWWAY.COM/HELP-CENTER/INTERNET) AND SELECT "SHOW MORE TOPICS" AND THEN "INTERNET SECURITY," OR CALL US AT 1-866-496-9669 FOR MORE INFORMATION ABOUT HOW TO ACCESS A BLOCKED WEBSITE. The Blocking Feature is subject to change or discontinuance at any time by WOW!.

URL directs

If you type a Uniform Resource Locator ("URL") that contains a nonexistent or unassigned domain name or enter a search term into your browser address bar, WOW! may present you with a WOW! web search page containing suggested links based upon the query you entered in lieu of your receiving an NXDOMAIN, similar error message, or browser assigned query. WOW!'s provision of the web search page may impact applications that rely on an NXDOMAIN or similar error message and may override similar browser-based search results pages. If you would prefer not to receive these pages from WOW!, you should follow the opt-out instructions that are available by clicking on the "About" or "Opt Out" link on the page.

Software

WOW! may offer or provide software directly or through third parties for your use in connection with the Service. For example, we may provide software you can use for security, search, parental controls, digital photographs, gaming, instant messaging, and video emails. These programs may be subject to their own terms of service and other policies. You should carefully read their terms and policies to understand how they may use your information.

Configuration

In certain cases, at your request or with or without prior notice to you, WOW! may configure your Service or Service-related equipment to resolve a technical support issue or otherwise render or deliver the Service. WOW! may perform these configurations remotely over the cable network and/or the Internet.

THE CABLE ACT AND PERSONALLY IDENTIFIABLE INFORMATION

As a subscriber to cable service or other services provided by WOW!, you are entitled under Section 631 of the Federal Cable Communications Policy Act of 1984, as amended, (the "Cable Act") to information regarding the collection, maintenance, and disclosure of personally identifiable information by cable television operators. This section of the Privacy Policy explains: (1) the nature of personally identifiable information we collect; (2) the limitations imposed by the Cable Act upon cable operators in the collection and use of personally identifiable information about subscribers; (3) the nature of our use of personally identifiable information; (4) the nature, frequency, and purpose of any disclosure which we may make of such information, including the types of persons to whom we may disclose the information; (5) the period during which we maintain personally identifiable information; (6) the times and place at which you may have access to your personally identifiable information; and (7) your rights under the Cable Act concerning personally identifiable information and its collection and disclosure.

Nature of PII we collect

The Cable Act applies to personally identifiable information ("PII") that you furnish to WOW! or WOW! has collected using the cable system, in connection with the provision of cable service or other services. PII is information that identifies or can be used to identify you, such as: your name, address, phone number, fax number, email address, birth date, names of household members, driver's license or state ID number, social security number, bank account information, and credit card information. PII does not include, among other things, any de-identified data, aggregate data, or other data which does not identify you.

Limitations on collection, use, and disclosure of PII

The Cable Act authorizes WOW! as a cable operator to use the cable system to collect PII concerning any subscriber: (i) to obtain information necessary to render our cable service or other services to our subscribers; and (ii) to detect unauthorized reception of cable communications.

The Cable Act authorizes WOW! as a cable operator to disclose PII concerning any subscriber if the disclosure is: (i) necessary to render, or conduct a legitimate business activity related to, the cable service or other services provided to the subscriber; (ii) required by law or legal process; or (iii) of the names and addresses of subscribers for mailing list or other purposes (subject to each subscriber's right to prohibit or limit this disclosure).

The Cable Act prohibits us from collecting, using, or disclosing PII concerning any subscriber for any purpose other than those listed above without the subscriber's prior written or electronic consent.

Nature of our use of PII

We use PII primarily to conduct business activities related to providing you with our cable service and other services and to help us detect theft of service. WOW! considers the PII contained in our business records to be confidential.

Nature, frequency, and purpose of our disclosure of PII

We disclose PII when it is necessary to render, or conduct a legitimate business activity related to, the cable service or other services we provide to you. These kinds of disclosures typically involve billing and collections, administration, surveys, marketing, service delivery and customization, maintenance and operations, and fraud prevention. We may disclose PII about you to our affiliates or others who work for or with us, such as outside auditors, professional advisors, service providers, and vendors. We may also disclose PII to purchasers of delinquent accounts, regulators, and potential business merger, acquisition, or sale partners.

From time to time, we may disclose your name and address to others, such as charities, marketing organizations, or other businesses, for cable or non-cable mailing lists or other purposes. However, you have the right to prohibit or limit this kind of disclosure by contacting us by telephone: 1-866-496-9669 (for residential subscribers) or 1-888-969-4249 (for business subscribers), or by sending us a written request as described below under "How to Contact WOW!". Any mailing list and related disclosures that we may make are limited by the Cable Act to disclosures of subscriber names and addresses where the disclosures do not reveal, directly or indirectly: (i) the extent of any viewing or other use by the subscriber of a cable service or other service provided by us; or (ii) the nature of any transaction made by the subscriber over our cable system.

The Cable Act requires WOW! to disclose PII to a third-party or governmental entity, including lawyers and parties in connection with litigation and law enforcement personnel, in response to a court order. If the court order is sought by a non-governmental entity, we are required to notify the subscriber of the court order. If the court order is sought by a governmental entity, the Cable Act requires that the cable subscriber be afforded the opportunity to appear in the relevant court proceeding and contest any claims made in support of the court order. At the proceeding, the Cable Act requires the governmental entity to offer clear and convincing evidence that the subject of the information is reasonably suspected of engaging in criminal activity and that the information sought would be material evidence in the case.

The frequency of any disclosure of PII varies in accordance with our business needs and activities.

Retention of PII

WOW! maintains PII about you in our regular business records while you are a subscriber to our cable service or other services. We also maintain this information for a period of time after you are no longer a subscriber if the information is necessary for the purposes for which it was collected or to satisfy legal requirements. These purposes typically include business, legal, or tax purposes. If these purposes no longer apply, we will destroy the information according to our internal policies and procedures.

Access to PII

You may examine and correct, if necessary, the PII regarding you that is collected and maintained by WOW! in our regular business records. In most cases, the PII contained in these records consists solely of billing and account information. Upon your reasonable prior notice to us, we will make records containing your PII available to you at a convenient place designated by us, which may include: (i) delivery of such information by us to your verified physical or email address of record; or (ii) your review at a WOW! retail location that has available front counter customer service, if you first present to us or our agent a valid photo ID matching your account information. Please contact us by mail or telephone: 1-866-496-9669 (for residential subscribers) or 1-888-969-4249 (for business subscribers), giving us a reasonable period of time to locate and, if necessary, prepare the information for review. You will only be permitted to examine records that contain PII about your account and no other account.

We will correct our records if you make a reasonable showing that any of the PII we have collected about you is inaccurate. If you have Internet access, you can view and change certain information yourself by using the My Account (or similar) feature at www.wowway.com or www.wowforbusiness.com.

Your rights under the Cable Act

If you believe that you have been aggrieved by any act of ours in violation of the Cable Act, we encourage you to contact us directly as described below in the "How to Contact WOW!" section of this Privacy Policy to resolve your questions or concerns. You may also enforce the limitations imposed on us by the Cable Act with respect to your PII through a civil lawsuit in federal court seeking damages, attorney's fees, and litigation costs. You may have other rights and remedies under other applicable laws.

THE TELECOMMUNICATIONS ACT AND CUSTOMER PROPRIETARY NETWORK INFORMATION

Section 702 of the federal Telecommunications Act of 1996, as amended, (the "Telecommunications Act") provides additional privacy protections for the following information

related to WOW!'s VoIP and traditional circuit switched phone services: (i) information about the quantity, technical configuration, type, destination, location, and amount of your use of the phone services; and (ii) information contained on your telephone bill concerning the phone services you receive. This information is known as customer proprietary network information ("CPNI"). CPNI does not include your name, address, and telephone number.

Subscribers to our VoIP and traditional circuit switched phone services have the right, and WOW! has a duty, under the Telecommunications Act, to protect the confidentiality of CPNI. We will also honor any restrictions applied by state law, to the extent applicable.

WE EXPLAIN BELOW IN GREATER DETAIL THE RULES REGARDING CPNI. THE LAW ALLOWS US TO USE YOUR CPNI FOR CERTAIN PURPOSES (EXPLAINED BELOW UNDER "GIVING OR WITHHOLDING YOUR APPROVAL FOR WOW! TO USE CPNI TO MARKET ADDITIONAL PRODUCTS AND SERVICES TO YOU") UNLESS YOU DENY OR RESTRICT YOUR APPROVAL. WE WILL ASSUME THAT YOU APPROVE OUR USE OF CPNI FOR THE PURPOSES DESCRIBED BELOW UNLESS YOU CONTACT US TO DENY OR RESTRICT YOUR APPROVAL.

Purposes for which CPNI will be used

The Telecommunications Act authorizes us to use, disclose, or permit access to individually identifiable CPNI in our provision of (i) the telecommunications service from which this information is derived; or (ii) services necessary to, or used in, the provision of these services.

The Telecommunications Act further permits WOW! to use, disclose, or permit access to CPNI obtained from our customers, either directly or indirectly, to: (i) initiate, render, bill, and collect for telecommunications services; (ii) protect our rights and property, and protect our users of these services and other carriers from fraudulent, abusive, or unlawful use of, or subscription to, these services; and (iii) provide any inbound telemarketing, referral, or administrative services to you for the duration of the call, if you initiated the call and you approve of the use of this information to provide these services. We are also permitted to use, disclose, or permit access to CPNI: (i) for the purpose of providing or marketing service offerings among the categories of service to which you already subscribe; (ii) in our provision of inside wiring, installation, maintenance and repair services; and (iii) to market certain services (formerly known as adjunct to basic services) such as speed dialing, computer-provided directory assistance, call monitoring, call tracing, call blocking, call return, repeat dialing, call tracking, call waiting, caller I.D., call forwarding, and certain centrex features.

The Telecommunications Act prohibits us from using, disclosing, or permitting access to CPNI for any purposes other than those listed above except as permitted or required by law (including the Telecommunications Act) or with your approval. WOW! may be required to disclose CPNI to a private third party in response to a court order and to notify the subscriber of the court order. We may also be required to disclose CPNI to a government entity in response to a subpoena, court order, or search warrant. We are often prohibited from notifying the subscriber of any disclosure of CPNI to a government entity by the terms of the subpoena, court order, or search warrant.

Giving or withholding your approval for WOW! to use CPNI to market additional products and services to you

In addition to WOW! VoIP and traditional circuit switched phone services, WOW! offers (either directly or through its agents and affiliates that provide communications-related services) other communications-related services, such as WOW! cable television services. From time to time, we may use your CPNI to provide you with information about our communications-related products and services or special promotions. We may also use CPNI to enhance our ability to offer products and services tailored to your specific needs.

We may seek your approval to use this CPNI (or disclose it to our agents and affiliates that provide communications-related services) to let you know about communications-related services other than those to which you currently subscribe that we believe may be of interest to you. IF YOU APPROVE, YOU DO NOT HAVE TO TAKE ANY ACTION. HOWEVER, YOU DO HAVE THE RIGHT TO RESTRICT OUR USE OF YOUR CPNI. You may deny or withdraw our right to use your CPNI at any time by calling us at 1-866-496-9669 (for residential subscribers) or 1-888-969-4249 (for business subscribers). If we do not hear from you within 30 days of any such notification, we will assume that you approve our use of CPNI for the purpose of providing you with information about other communications-related services.

We may also occasionally ask you during a telephone call with one of our representatives for your oral consent to WOW!'s use of your CPNI for the purpose of providing you with an offer for non-communications-related products and services. If you provide your oral consent for WOW! to do so, WOW! may use your CPNI for this purpose only for the duration of that telephone call.

Your denial or withdrawal of approval to use, disclose, or permit access to CPNI will not affect the provision of any telecommunications services to you, and any grant, denial, or withdrawal of approval for the use, disclosure, or permission of access to CPNI is valid until you affirmatively revoke such grant, denial, or withdrawal. You may deny or withdraw access to such CPNI at any time.

Access to your CPNI

WOW! must properly authenticate your identity prior to disclosing CPNI based on customer-initiated telephone contact, online account access, or an in-store visit. We will only disclose call detail information (i.e., information about the transmission of specific telephone calls) over the telephone, based on customer-initiated telephone contact, if you can provide us with all of the call detail information necessary to address a customer service issue (i.e., the telephone number called, when it was called, and, if applicable, the amount charged for the call). Even under these circumstances, however, we will not disclose to you any call detail information about your account other than the call detail information that you provide to us. If you require call detail information, we may mail call detail information to your address of record, or you can check the records online (in accordance with our online access and authentication procedures).

We must also authenticate your identity prior to allowing you online access to CPNI related to your account. You can access your account information by following all of the registration and authentication procedures found at login.wowway.com. Once authenticated, you may only obtain online access to CPNI related to your account through a password.

If you make an affirmative, written request for a copy of your CPNI, we will disclose the relevant information we have to you, or to any person designated by you, if we can properly authenticate your identity. However, subscribers to our phone services should be aware that we generally do not provide them with records of any inbound or outbound calls or other records that we don't furnish in the ordinary course of business (for example, as part of a bill) or which are available only from our archives, without valid legal process such as a court order.

If you are a business customer, some of these authentication regimes may not apply to you, depending on your specific agreement with WOW!. You should consult your agreement with WOW! to determine how we have agreed to protect your CPNI. In all events, WOW! reserves the right to charge you for the cost of retrieving and photocopying any documents that you request.

CHANGES TO THIS PRIVACY POLICY

We may modify this Privacy Policy at any time. You can view the most current version by going to www.wowway.com/terms-and-conditions or www.wowforbusiness.com/terms-and-conditions and selecting the "Privacy Policy" link. We will notify you of any material changes through written, electronic, or other means and obtain your consent for uses of personal information not described in this Privacy Policy at the time of collection, as required by law. If you find the changes to this Privacy Policy unacceptable, you have the right to cancel your service. We will consider your continued use of the Services and the WOW! Websites to be your acceptance of and consent to the most recent version of this Privacy Policy.

HOW TO CONTACT WOW!

If you have any questions or suggestions regarding this Privacy Policy, or wish to contact us about your information, please reach out to us as follows:

Mail: 6050 Knology Way, Columbus, GA 31909, Attention: Privacy Department

Phone: 1-866-496-9669 (for residential subscribers) or 1-888-969-4249 (for business subscribers)

Or go to www.wowway.com/support/contact-us for more contact options.

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