

# WOW! Website Privacy Statement

This WOW! Website Privacy Statement applies to the websites owned and operated by WideOpenWest Finance, LLC (together with its affiliates, referred to as "WOW!"), including without limitation wowway.com and wowforbusiness.com. This website is owned and provided by WOW!. We provide this statement to identify for you the privacy practices that we adhere to with respect to this website only, including an explanation of: (1) the categories of personally identifiable information about you that may be collected and the choices available to you regarding collection, use, and distribution of the information; (2) how the information is used and the categories of persons or entities with whom the information may be shared; (3) how you can opt in or out of WOW! promotional e-mail; (4) the kind of security procedures that are in place to protect the loss, misuse or alteration of information; (5) how you can review and request changes to the information; (6) how we notify visitors and users of this website of changes to this privacy statement; and (7) the privacy policies that apply to subscribers to WOW! products and services.

We also have a separate Website Visitor Agreement that applies to your use of this website, which can be found at [wowway.com](http://wowway.com) or [wowforbusiness.com](http://wowforbusiness.com) by clicking on the Terms & Conditions section of our website. Questions regarding WOW!'s website privacy statement should be directed to: [wow-privacy@wowinc.com](mailto:wow-privacy@wowinc.com), or by sending U.S. Mail to: WOW!, 6050 Knology Way, Columbus, GA 31909, Attention: Privacy Department

You acknowledge that by accessing or using our site, you agree to be bound by all of the terms of this Privacy Statement and our Website Visitor Agreement. If you do not agree to these terms and the Website Visitor Agreement, please do not access or use this site.

**THE WEBSITE VISITOR AGREEMENT CONTAINS A BINDING ARBITRATION PROVISION THAT AFFECTS YOUR RIGHTS WITH RESPECT TO ALL OF THE WOW! WEB SERVICES. THE ARBITRATION PROVISION REQUIRES THAT DISPUTES BE RESOLVED IN INDIVIDUAL ARBITRATIONS OR SMALL CLAIMS COURT PROCEEDINGS. IN ARBITRATION, THERE IS NO JUDGE OR JURY AND THERE IS LESS DISCOVERY AND APPELLATE REVIEW THAN IN COURT.**

We reserve the right to change this Privacy Statement at any time. Such changes, modifications, additions, or deletions shall become effective immediately upon posting. You acknowledge and agree that it is your responsibility to review this site and this Privacy Statement periodically, and to be aware of any modifications. Your continued use of the site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Statement; and (b) agreement to abide and be bound by the Privacy Statement as modified.

## **The categories of information about you that may be collected and used by us.**

The information collected by WOW! generally falls into two categories: (1) information voluntarily supplied by visitors to and users of the website; and (2) tracking information recorded as visitors and users navigate through the website. Some of this information is personally identifiable information (such as the information that you voluntarily provide to us about yourself), but much of it is not. Personally identifiable information is information that identifies a particular person. Non-personally identifiable information is information that does not by itself identify a particular person. As described more fully below, this information is compiled and analyzed by us on both an individual and an aggregated basis. This information may include things such as the Web site's Uniform Resource Locator ("URL") that you just came from, which URL you go to next, demographic information, what browser you are using, and/or your Internet Protocol ("IP") address. A URL is the global address of documents and other resources on the World Wide Web. An IP address is an identifier (or number) for a computer or device on a network, such as the World Wide Web, that is automatically assigned to your computer whenever you are surfing the Web, allowing Web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet.

### General Online Tracking Policy

As fully described in this policy: (i) WOW! and some of the third party service providers that WOW! uses to deliver services, content and advertising may collect information on this website. This information may include personally identifiable information or may be used to contact you online; and (ii) WOW! and our service providers may also use cookies or similar technologies to deliver relevant advertising to you when you visit other websites, including advertising based on the products and services you viewed on this website. WOW! does not yet respond to "Do Not Track" signals sent from browsers. Still, as explained below in this policy, you may opt out of receiving cookies from the companies that provide services on this website and you may also opt out of receiving promotional emails from WOW!.

### Information Provided by You

You may voluntarily provide personal information about yourself to WOW! (as part of a registration process or otherwise) when you visit certain areas of this website, such as your name, address, telephone number, email address, financial account information and

other information that may personally identify you. We might also request other information about you (as part of a registration process or otherwise), including things like your interests in television viewing, sports, personal finance, and the like. The information you supply will help us to offer you more personalized features, complete the particular function of the website you are using, and tailor our website to your interests to make it more useful to you. Our systems will remember some of this information the next time you log in and use our website, but you can always review and change your information by following the instructions below under “How you can review and request changes to the information you provide to us” in this statement.

Although this type of information is not generally required by WOW! for you to use this website, WOW! may be unable to provide you with some products and services that we make available to other visitors to our website without the information. And you will not be able to order selected products or services over the WOW! website unless you provide certain personally identifying information about yourself.

When you submit any personally identifiable information over this website, we will use the information for the purposes described at the time you submit it (for example, your name, address, telephone number, and e-mail address provided while ordering one of our

#### Information Automatically Collected by our System

As a general policy, WOW! does not automatically collect “personal” information from visitors to this website. However, certain non-personal information of visitors is recorded by the standard operation of the WOW! Service. WOW! uses so-called “cookies,” among other things, which are small files stored on a computer's hard drive, to simplify and improve a user's Web experience, and to help us tailor our website to your needs, to deliver a better, more personalized service, and to remember certain choices you've made so you don't have to re-enter them. The cookie does not personally identify you. Our website may, for example, store information in a cookie about your computer configuration (such as the type of browser being used by the visitor, the type of operating system in use by the visitor and the domain name of the visitor's Internet service provider) so that it can more efficiently provide information to you the next time you visit the site. WOW! also uses cookies, among other things, to remember your geo location/market, username and password (so that the website's server will automatically recognize you the next time you access the site), if you choose to store them, from the home page of the website at [login.wowway.com](http://login.wowway.com), as well as to remember some of your personalization preferences and website features. By having this type of information, Web pages optimized for a particular visitor's computer are automatically made available to that visitor. We may also use aggregate and/or non-personally identifiable information to determine the number of visitors to this website and to determine which products and services are the most popular with our website visitors. In addition, as described more fully below, we or our advertising partners may use cookies, web beacons, geo-targeting or similar technologies to provide you with advertisements and promotions from WOW! across various other websites based on your web browsing behavior and to similarly allow other entities, in which you may be interested, to provide you with their advertisements and promotions across various other websites.

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. Additionally, if you have a Flash player installed on your computer, your Flash player can be set to reject or delete Flash cookies (technically known as Flash “local shared objects”). However, refusing a cookie may, in some cases, preclude you from using, or negatively impact the display or function of, the website or certain areas or features of the website. You may read more about enabling, disabling, and deleting cookies at [wowway.com](http://wowway.com) at any time by searching for “cookie” and clicking on the link for the topic you wish to read. Again, if you set your browser not to accept cookies or you delete them, you may not be able to take advantage of the personalized features enjoyed by other visitors to and users of our website.

#### **How the information is used and the categories of persons or entities with whom the information may be shared, including advertisements that may be presented to you on this and other websites.**

WOW! will generally use any personally identifiable information that you provide to us when you visit this site only for the purposes described at the time it is collected and otherwise to contact you to make you aware of other products and services that you may find of interest. We consider the personally identifiable information contained in our business records to be confidential. We may sometimes disclose personally identifiable information about you to our affiliates or to others who work for or with us. We may also disclose personally identifiable information about you to service providers and vendors, and to others who provide products and services to us. We may be required by law or legal process to disclose certain personally identifiable information about you to lawyers and parties in connection with litigation and to law enforcement personnel. For example, we may be required by law to disclose personally identifiable information about you without your consent and without notice in order to comply with a valid legal process such as a subpoena, court order, or search warrant.

In addition to the uses of information collected by us described above in “The categories of information about you that may be collected and used by us”, we, or our advertising providers, may automatically deliver ads for third-party products as well as promotions and offers for our own products and services, to all users of this website, whether the users are registered or not, based

on non-personal information collected by our system, including: (i) the IP address associated with your computer for purposes of determining your approximate geographic location; (ii) the type of web page that is being displayed, such as a page about WOW!; or (iii) the content on the page that is shown. This activity automatically applies to all users and cannot be customized or controlled by individual users.

We may also use one or more advertising network providers and/or other audience segmenting technology providers to help present advertisements or other content on this website and other websites that display WOW! advertisements. These providers, such as Google, use cookies, web beacons, pixels or other technologies on your computer or mobile or other device to serve you advertisements or content tailored to interests you have shown by browsing on this and other websites you have visited. It also helps determine whether you have seen a particular advertisement or content before in order to avoid sending you duplicates. In doing so, these providers collect non-personally identifiable information such as your browser type, your operating system, web pages visited, time of visits, content viewed, ads viewed, and other click stream data.

When you visit this website, these providers may use cookies, web beacons, pixels or other technologies to note which product and service descriptions your browser visited. When you are presented with WOW! advertisements on other websites, we or these providers may use that information to select advertisements related to your interests. For example, a third party vendor such as Google may display a WOW! advertisement to you when you visit another website not affiliated with WOW!. This is intended to provide you with an additional opportunity to look at WOW! offerings that may be of interest to you. The use of cookies, web beacons, pixels or similar technologies by these providers is subject to their own privacy policies, not WOW!'s privacy policy for this website. If you do not want the benefits of the cookies used by these providers, you may opt-out of them by visiting [www.thenai.org/opt-out/browser-opt-out/](http://www.thenai.org/opt-out/browser-opt-out/) or by visiting their opt-out pages. The advertising network providers and/or audience segmenting technology providers that may collect information about your use of this website, and links to their opt-out pages, are available using this hyperlink: <https://tools.google.com/dlpage/gaoptout>.

Some of the ads you may receive on websites and apps that are tailored to your interests based on your previous activities, searches and site visits 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 advertisements.

Sometimes WOW! offers different versions of and subscription plans for our products and services in different areas of the country. When you visit this website, we may use the IP address associated with your computer to try to determine your general geographic area so that we can show you about the general offers for products and services that are available in your region. When you are interested in a specific product or service, we may also invite you to enter an address to determine exactly which offer, product or service is available to you. If you are already a WOW! customer and you log in to your account, we will use the address associated with your account to select available offers.

#### **Email Contact from WOW!; how you can opt out of WOW! promotional e-mail.**

If you are a WOW! subscriber, we may send you informational or transactional emails about your WOW! account and our services. These messages will contain information and notices about your services, such as changes in the pricing, terms, operating policies or features regarding one or more of the cable or other services you receive from us. These messages are separate and distinct from promotional emails from WOW!, which you may unsubscribe from.

By providing us with an email address (which may include that of a wireless or mobile device), you give us express consent to email you for purposes that include marketing our services to you and, if you are a WOW! subscriber, providing you with transactional or informational messages about your account and services (for example, we may email you about a new product or promotion, or 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). You further 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 do not wish to receive promotional emails from WOW! or would like to change your email subscriptions or preferences, visit [login.wowway.com](http://login.wowway.com).

#### **Telephone Contact from WOW!.**

By providing us with a telephone number (which may be your home telephone, your cell phone, or another number that you provide to us), you give us express consent to call you for purposes that include marketing our services to you and, if you are a WOW! subscriber, providing you with transactional or informational messages about your WOW! account and services (for example, we may call you about a new product or promotion, or 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), and these calls may include autodialed calls, pre-recorded and/or artificial voice messages. You further understand and agree that: (i) certain calls to a cell phone or wireless device may result in data or airtime charges from your carrier, which are your responsibility; (ii) you will notify us immediately if your contact 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 phone marketing list. Please contact us if you do not want us to place telemarketing calls to you at the telephone number that you have provided to us. You are not required to consent to telemarketing calls in order to subscribe to WOW! services.

#### **The kind of security procedures that are in place to protect the loss, misuse or alteration of information.**

All information gathered on our website is stored within a database that is designed to be accessible only by WOW! and its specifically authorized contractors and vendors. Although WOW! implements security measures to protect from disclosure or interception any such personally identifiable information that you may voluntarily supply to us, we cannot guarantee in all instances the complete security of such information. As a consequence, if you wish to completely ensure the privacy of your personally identifiable information, please do not provide it to us.

#### **How you can review and request changes to the information you provide to us.**

You may review and change information that you provide to us through this website by returning to the pages where you entered it, and reviewing or changing the information directly. You may also request changes to some information, such as billing and account information, by calling WOW! at:

*Residential:* 1-866-496-9669

*Business:* 1-888-969-4249

if you are able to verify your identity using a WOW! account number, personal identification number or PIN, or another identifier requested by WOW!.

#### **The privacy policies that apply to subscribers to WOW! products and services.**

This privacy statement discloses the privacy practices for this website only. WOW! supplies copies of the privacy notice that applies to each of our cable, Internet and phone products and services separately to our subscribers. WOW! also provides its Internet subscribers with an additional Internet Privacy Information Statement that is available for review at [wowway.com](http://wowway.com) or [wowforbusiness.com](http://wowforbusiness.com). You may view any of our privacy notices at [wowway.com](http://wowway.com) or [wowforbusiness.com](http://wowforbusiness.com) at any time by clicking on the Terms & Condition section of our website or by searching for “privacy” and clicking on the link for the privacy notice you wish to read.

#### **WOW! Subscriber Access to Online Content**

If you are a subscriber to WOW!’s cable, Internet or phone services, you may have access to certain services or features through this website. For example, as part of certain levels of service, WOW! allows access to online programming (the “Online Content”) to authorized customers and members of the customer’s immediate household. The availability of such Online Content varies depending upon your service location and the level of service to which you subscribe, and is subject to change. By accessing the Online Content, you consent, agree and understand that: (i) your access to Online Content is subject to the WOW! terms of service and privacy policy (the “Terms”), which are subject to change, as well as additional terms and conditions imposed by the Online Content provider; (ii) airtime or data charges may apply and are your responsibility, so please check with your carrier; (iii) you are responsible for keeping your password and other credentials confidential, as password sharing with persons outside your household is prohibited; (iv) as fully described in our Terms, WOW! may use its system and equipment to collect, use and store information regarding your use of the service, 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 to content providers 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 WOW! provides to them for various other commercial purposes such as selling advertising and generating ratings information for the programming. In addition, to access the Online Content, you may be re-directed to a third party website that is not controlled by or affiliated with WOW!, and is subject to its own terms and conditions and policies. WOW! has no responsibility for the Online Content, the third party website, or 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 or linked site nor is WOW! responsible if the third party or linked site is not working appropriately. WOW!'s provision of links or other access to a third party site does not imply endorsement by WOW! of the site or its contents, or affiliation with its operators. You are responsible for viewing and abiding by the privacy statements and terms of use posted at the third party sites.

#### **Special note about children.**

WOW! is especially concerned with children who access and use this website. WOW! does not knowingly collect personally identifiable information from children under the age of thirteen. If WOW! (or any other website operator) collects personal information from children under the age of thirteen, we must first obtain parental consent. Children should always get permission from their parents before sending any information about himself or herself over the Internet. WOW! strongly encourages parents to supervise their children's online activities and consider using parental control tools available from online services and software manufacturers that help control access to certain content on the Internet. These tools can also help prevent children from disclosing online personal information without parental permission.

#### **Links to other websites.**

This website may contain links to or from other websites whose privacy policies and practices we do not control. You should carefully review the privacy policies and practices of each such site in order to determine how each site may use any personal information you provide.

#### **Privacy of Information Related to Third Party Products and Services**

**General:** Through this website (and by other means), WOW! may from time to time offer services, products and/or features that are provided by third parties not affiliated with WOW!, such as mobile phone service, streaming services, enhanced security products and services, and home warranty products. These products and services are offered 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, their 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 a 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 reviewing 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 the service, which information may be used and disclosed by us in accordance with the WOW! Privacy Policy.

**YouTube TV:** When an eligible WOW! customer purchases YouTube TV through WOW!, WOW! will obtain access to certain information about you in order to process the service order and bill you for the YouTube TV service. 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 such as your name, Google ID and the 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.

#### **Binding arbitration; no class actions; no trial by jury.**

By accessing or using the Web Services, you agree to arbitration of any dispute, controversy or claim arising out of or related to the Web Services, this policy, the Website Visitor Agreement or any other aspect of your relationship with WOW!, whether based in contract, statute, regulation, ordinance, tort (including, but not limited to, fraud, misrepresentation, fraudulent inducement, negligence, or any other intentional tort), or any other legal or equitable theory, in accordance with the arbitration procedures and terms (the "Arbitration Terms") set forth in the WOW! Website Visitor Agreement, which terms are incorporated herein by this reference. In particular and without limiting the foregoing, you agree that claims in connection with a dispute may be brought on a party's own behalf, and not on behalf of any official or other person, or any class of people. All parties to the arbitration must be individually named. Consolidated or class action arbitrations shall not be permitted. You agree that you and WOW! are each waiving the right to a trial by jury or to participate in a consolidated or class action.

**How we notify visitors and users of this website of changes to this privacy statement.**

We may change this privacy statement from time to time, so please check this statement periodically when you visit this website. If we change this privacy statement at some point in the future, we will post the changes on our website. By continuing to use the website after we post any changes, you accept and agree to the most recent version of the WOW! privacy statement.

(Revised as of: July 19, 2023)

2023\_WEBSITE\_PRIVACY\_POLICY