

PRIVACY NOTICE

Knoxville Utilities Board (“KUB”) is committed to protecting your privacy in accordance with applicable law. That is why we have adopted this Privacy Notice for all KUB broadband video, phone, internet and similar services (the “Services”). This Privacy Notice statement describes our collection, use, sharing and retention of information about you and others who use the Services (“Users”), how you may review and correct errors to that information, and enforcement of your rights regarding personal information.

Changes to this Privacy Notice

KUB reserves the right, in its sole discretion, to update, change, modify, add or remove portions of this Privacy Notice from time to time. We will provide notice by, at a minimum, updating this posting or other means permitted by law. Your continued use of the Services after posted changes to this Privacy Notice will constitute your acceptance of the changes.

Information We Collect

Information about our Users is collected as necessary in order to provide the Services and to detect unauthorized reception or use of the Services. In order to provide reliable, high-quality service to you, we keep regular business records containing personally identifiable information (“PII”) that you provide such as your name, address, email address, telephone number, financial information and other identifying information. We collect and maintain information about your account such as billing, payment and deposit history, maintenance and complaint information, and the Service options you have chosen. In addition, we may combine information we collect as a part of our regular business records with personally identifiable information obtained from third parties for the purpose of creating an enhanced database to use in marketing and other activities. We may maintain records of research concerning User satisfaction and viewing habits which may be obtained from interviews and questionnaires. Our system automatically collects information on your use of interactive or other transactional television Services (i.e., pay-per-view).

How We Use Your Information

We may use the information that we collect about you or that you provide to us, including PII to:

- Install, operate and maintain the Services
- Confirm you are receiving the level of Service requested and are properly billed for the Service(s)
- Identify you when changes are made to your account
- Inform you of new products and services that may be of interest to you
- Detect unauthorized reception of the Service
- Determine whether applicable policies and the Agreement for Fiber Optic Services are being violated
- Configure Service related devices and equipment
- Comply with the law
- As otherwise necessary, to provide the Services or otherwise conduct business related to the Services

KUB does not use, share, or sell a User's email messages, specific internet usage history, call history, voicemail, or other electronic data generated from a User's internet and phone Service. KUB does not manage or monitor a User's actions with respect to such User's internet and phone activities, but KUB may manage or monitor the internet and phone Services in order to provide support to Users, optimize such Services, comply with the law, and meet its obligations with respect to such Services.

Except as otherwise provided in this Privacy Notice, KUB's Acceptable Use Policy, and the applicable Agreement for Fiber Optic Services, KUB does not assume any responsibility, control, oversight, ownership or other interest in the email messages, websites, specific internet usage history, voicemail, content or other electronic data of its Users. Even if such electronic information is stored in, contained on, or transmitted over property, equipment or facilities of KUB, KUB shall not have any responsibility, control, oversight, ownership, or other interest in such information, provided that, KUB may delete such information as provided in the applicable Agreement for Fiber Optic Services and other policies that is are applicable to the Services.

Users are and shall remain solely responsible for such electronic information.

What Information is Shared and with Whom

KUB may share your information (as described in this Privacy Notice) on a "need to know" basis with its affiliates, subsidiaries, or divisions and with their respective officers, directors, employees, accountants, attorneys, and agents, or with KUB's business partners.

Additionally, your information may be shared for legitimate business activities related to the Services including, but not limited to:

- Billing and collections
- Account administration
- Surveys
- Marketing
- Maintenance
- Fraud prevention
- Compliance with applicable laws and regulations

Although we make every reasonable effort to preserve your privacy, KUB will cooperate with law enforcement, including, without limitation, under subpoena, court order, or search warrant. As a governmental entity, KUB may also be required by state and federal law to disclose personally identifiable information about you that is contained in its business records as directed by state or federal law without your consent. We may also use or disclose personally identifiable information about you without your consent to protect our customers, employees, or property, in emergency situations or to enforce our rights in court or elsewhere.

We reserve the right to compile and share with third parties usage information in aggregated formats, such as ratings surveys and other statistical reports, so long as such information does not

personally identify you, your particular viewing habits, or the nature of any transaction you have made using the Services.

Security

We take reasonable security precautions to protect your personally identifiable information that we collect when you use the Services from unauthorized access, use, and disclosure. However, we cannot guarantee that our security precautions will prevent every unauthorized attempt to access, use, or disclose your personally identifiable information.

Retention of Information

KUB's maintenance of personally identifiable information collected during the time you are a User will be in accordance with KUB's Document Retention Policy. We destroy collected information consistent with the requirements of applicable law and KUB's Document Retention Policy when the purpose for which such information was collected has been accomplished and we no longer need to retain the information for compliance with law, reporting, or other legitimate business activities.

Right To Review and Correct Information

Upon reasonable notice and during regular business hours, you may examine and copy (at your cost) any information we create relating to you at KUB's Customer Service Center located at 4428 Western Avenue, Knoxville, TN 37921. If you wish to inspect such records, please contact us by e-mail at openrecords@kub.org or by telephone at [865-524-2911], giving us a reasonable period of time to locate and, if necessary, prepare the information for review, and to arrange an appointment during regular business hours. You will only be permitted to examine records that contain information about you and no one else.

Special Notice Concerning Customer Proprietary Network Information

In addition to the provisions of this Privacy Notice, Federal law protects your privacy rights as a customer of KUB's phone Services. These rights are in addition to the existing safeguards that KUB already has in place to protect your privacy rights. The Federal Communications Commission (FCC) requires KUB to notify you of your right to restrict the use of your Customer Proprietary Network Information (CPNI). Please carefully review the CPNI Policy posted on our website.

Contact Information

To ask questions or comment about this Privacy Notice and KUB's privacy practices, contact us at KUBFiberSupport@kub.org or [865-524-2911]