



Subscriber Privacy Notice

Your Legal Rights. As a subscriber to BendCable Communications, LLC's ("BendBroadband") video, High-Speed Internet, or BendBroadband Phone services ("Services"), you are entitled to know the limitations imposed on cable operators regarding the collection, use and disclosure of personally identifiable subscriber information, and your rights related to this information and its disclosure. This Privacy Notice relates only to your personally identifiable information. Additional terms and conditions apply to the Services, and can be found in your subscriber agreements, or at www.bendbroadband.com. You can enforce your privacy rights under federal law.

Type of Information Collected. In order that we may render service to you and detect unauthorized reception of our services, we collect and keep regular business records that may contain the following types of personally identifiable information: Your name, address and telephone numbers; your Social Security Number; credit information and bank account or credit card numbers; your payment preferences; subscriber correspondence; or other demographic information, such as size of household.

Our records also contain information on billing and payment history, maintenance and repairs, inquiry and technical support interaction, service options you have chosen, and other information related to installation and maintenance of your cable service.

Use of Personally Identifiable Information. Our business records are generally used to help us make sure the Services are delivered and billed properly, to send you pertinent information regarding the Services, to configure and improve the Services, to detect unauthorized reception of the Services, to offer you other services or products that we think may be of interest to you (subject to your right to limit or restrict us from making these offers as described in this Privacy Notice) and for tax and accounting purposes. We also keep records from research concerning customer satisfaction and viewing or system use habits, which are obtained from subscriber interviews and written or electronic questionnaires.

Disclosure to Third Parties. BendBroadband considers the personally identifiable information that we keep to be confidential. Unless prior written or electronic consent is obtained, we will disclose to third parties personal information that we maintain related to our subscribers only when it is necessary to render cable or other services to you, or to carry out related activities in the ordinary course of business for our ordinary business purposes, at a frequency that varies in accordance with the particular business need. Federal law permits these disclosures. For such business needs, the types of persons to whom information about you may be disclosed without your prior written or electronic consent include: Installation, repair, and subscriber assistance subcontractors; entities providing services to us that we resell or license to you; billing and collection services; program guide distributors; software vendors; firms conducting market research on our behalf; and other related legal entities. BendBroadband may also disclose information about you to representatives of government, taxing, or other regulatory authorities in the furtherance of our legitimate business activities.

Disclosures pursuant to Court Order or Subpoena. Federal law requires us to disclose certain personally identifiable information about cable subscribers when such disclosure is required pursuant to a court order. Under federal law, you must be afforded the opportunity to appear and contest the order in court. In addition, in accordance with the United States of America Patriot Act of 2001, we may be required to disclose personally identifiable information to law enforcement officials in accordance with both court orders and subpoenas, however, we may not disclose records revealing your selection of video programming. You may not be entitled by law to prior notice or the opportunity to contest these disclosures.

Personally identifiable information or other information may also be disclosed in the process of rendering our High-Speed Internet or BendBroadband Phone services to you. For example, BendBroadband transmits

personally identifiable and non-personally identifiable information about you over its Internet services when you send and receive e-mail and instant messages, transfer files, visit websites, or otherwise use the service. We may use third parties to deliver some features and functions of the service, and they may collect or transmit personally identifiable information about you. These third parties are not permitted to use your personally identifiable information except for the purpose of providing their services.

In using our BendBroadband Phone services, your name and telephone number may be transmitted and displayed on a Caller ID device unless you have elected to block such information (Caller ID blocking may not prevent the display of your name and telephone number if you dial certain business numbers, 911, 900 numbers, or toll-free 800, 888, 877, or 866 numbers. Your name, address and phone number may be distributed in telephone directories or through directory assistance, and this information may be repackaged and made available in different formats by anyone. We take reasonable precautions to ensure that non-published and non-listed numbers are not included in our telephone directories or directory assistance services, although we cannot guarantee that errors will never occur.

Mailing Lists & Other Contacts. From time to time we may disclose your name and address to third parties for mailing lists in connection with the promotion of BendBroadband's products and services and for other legitimate business activities related to our services. You have the right to prohibit or limit this kind of disclosure by contacting us by mail at BendBroadband Opt-Out, 63090 Sherman Road, Bend, Oregon 97701, or by telephone at 541-382-5551. Any mailing list disclosures that we may make are limited by law to disclosures of subscriber names and addresses where the disclosures do not reveal, directly or indirectly, (i) the extent of any use by the subscriber of our Services; or (ii) the nature of any transaction made by the subscriber over our Services.

BendBroadband may use email and/or in-browser messages to send transactional or relationship messages related to your service, including information on changes in terms or features, updates and upgrades, new features to which you are entitled, and information on system outages. If you agree to our contacting you via email and/or in-browser messages for marketing messages, we may send you email messages marketing our services.

You may contact BendBroadband at any time at the contact numbers set forth in this Privacy Policy to ask us to put your name on our "do not call" list so that you do not receive marketing or promotional telephone calls from us or made at our request.

Duration. We will maintain personally identifiable information about you only as long as it is necessary for our business purposes. This period includes the time during which you are a subscriber to our services, plus up to fifteen years after such time as you cease to be an active subscriber, in order for us to comply with tax and accounting regulations and requirements.

Changes to Privacy Notice. As required by federal law, we will notify you of our privacy policy annually. We reserve the right to modify this Privacy Notice at any time. We will notify you of any material changes via written, electronic or other means. If you continue to use the service following notice, we will consider that as acceptance of the change.

Inspection and Notification. Cable subscribers have the right to inspect our records containing information about that subscriber, and to correct any errors in such information. If you wish to inspect our records at our local business office, please notify us in writing 30 days in advance and an appointment will be arranged promptly during our regular business hours.