

## Vyve Broadband Website Privacy Policy

Effective: July 31, 2015

Vyve Broadband (“Vyve,” “we,” “us,” “our”) is committed to letting you know how we will collect and use your information. This Website Privacy Policy is applicable to the Vyve website located at <https://vyvebroadband.com/home/> (“Website”). We have established this Website Privacy Policy to let you know the kinds of information we may gather on the Website, why we gather your information, what we use your information for, when we might disclose your information, and how you can manage your information.

This Website Privacy Policy does not apply to information collected when our subscribers use our cable television, Internet, voice, and/or other communications services (“Customer Information”). The collection and use of Customer Information is covered by a separate Customer Privacy Notice, which may be reviewed [here](#). This Website Privacy Policy also does not apply to information that you may submit to us offline, or to third-party websites and mobile applications that may be linked to or from the Website. We are not responsible for the actions and privacy policies of these third-party websites and applications.

**By visiting our Website, you are accepting the practices described in this Website Privacy Policy. If you do not agree to the terms of this Website Privacy Policy, please do not use the Website. We reserve the right to modify the terms of this Website Privacy Policy from time to time without notice. Your continued use of our Website following the posting of changes will mean you accept those changes.**

### **What Information About Me Is Collected and Stored?**

We may collect two basic types of information about you: (1) personally identifiable information (“PII”) and (2) non-personally identifiable information (“non-PII”). PII is any information that you supply to us that can individually and directly identify you. PII includes, among other things, your name, contact information (*e.g.*, email address, postal address, telephone number), and photographs in which you may be recognized. Non-PII includes information that does not personally identify you, such as your IP address, device identifiers, general location information, and demographic data.

### **Personally Identifiable Information**

As a general matter, you can browse the Website without submitting your Personally Identifiable Information to us. However, there are some of circumstances in which you may supply us with your PII, such as when you:

- Sign up to receive e-mail offers, newsletters or alerts.
- Participate in surveys, panels, or market research.

- Contact our customer service representatives via email, completing an online form, or initiating an online chat.
- Sign up to be a Brand Ambassador via the Website.
- Submit a job application.
- Knowingly volunteer information in any other place on the Website

### **Collection of Personally Identifiable Information From Social Media Sites**

When you interact with any Vyve social media account, such as Facebook, Twitter, or LinkedIn, we may collect the PII that you make available to us on that social media network, including your account ID or username. If you are a Vyve customer and choose to use a social media account to log in to your customer account via the Website, that social media service may collect and share certain information about you and your activities.

### **Non-Personally Identifiable Information**

We collect non-PII when users interact with the Website, and may include:

- Device information used to access the Website. This may include IP address, unique device identifiers, browser type, browser language, and other information.
- Usage information about interaction with the Website. This includes a history of the pages viewed or advertisements clicked on, or other information used to customize the Website.
- Additional use data such as time and date of access, software crash reports, session identification number, and referring website addresses.
- Aggregate data regarding the use of the Website.
- User search terms and search results.

### **How Do We Use Your Information?**

We use the information we learn from you to help us personalize and continually improve your experience on the Website. We may use your PII and non-PII in the following ways:

#### **General Uses**

The following general uses:

- Registration to access a customer account via the Website.
- Provide requested content.
- Communicate about features and enhancements on the Website.
- Send newsletters and respond to inquiries.
- Optimize or improve the Website and our operations.
- Detect, investigate, and prevent activities that may violate our policies or be illegal.

- Perform statistical, demographic, and marketing analyses of users of the Website.

We may use the information collected from one portion of the Website on other portions of the Website, and we may combine information gathered across the Website into a single record. We may also use or combine information that we collect offline or we collect or receive from third-party sources to enhance, expand, and check the accuracy of your user records.

### **Use of Cookies and Other Tracking Technologies, and Interest-Based Advertising**

Like many websites, we use “cookies,” which are small text files that are stored on your computer or equipment when you visit certain online pages that record your preferences and actions. We may also use web beacons (also known as “action tags,” “tracer tags,” or “single-pixel gifs”), which are an invisible graphic on a web page that is programmed to collect information about your use of a given website. We use these and other similar technologies to monitor traffic and improve the Website, to track your use of the Website and personalize your experience, for research and marketing, and to track your exposure to online advertisements, as described in this section below. Most web browsers automatically accept cookies but, if you prefer, you can usually modify your browser setting to disable or reject cookies. If you delete your cookies or if you set your browser to decline cookies, some features of the Website may not work or may not work as designed. For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at [www.allaboutcookies.org](http://www.allaboutcookies.org).

This Website also uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies or other tracking technologies to help us analyze how users interact with and use the Website, compile reports on Website activity, and provide other services related to Website activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a return visitor, and any referring website. The Website does not use Google Analytics to gather any PII. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google’s [privacy policies](#).

We also partner with third party advertising companies to provide advertisements that may be of interest to you. These advertisements may be displayed on our Website and other sites and may advertise Vyve’s products and services, as well as unaffiliated third party products and services. The advertisements may be based on information collected through cookies, web beacons and other tracking technologies from our Website and on other third-party websites you visit, and mobile applications you use that participate in our advertising networks. These third parties may use persistent identifiers to track your Internet usage across other websites and mobile applications in their networks beyond the Website. While Vyve will not share your PII with unaffiliated third parties for their own uses, such third parties may, with sufficient data from other sources, be able to personally identify you, unknown to us. For information about how we share your information with third parties, please see “Who Do We Provide Your Information To?” below.

You can learn more about ad serving companies and the options available to limit their collection and use of your information by visiting the websites for the [Network Advertising Initiative](#) and the [Digital Advertising Alliance](#), and the webpages for [Facebook's ad preferences tool](#) and [privacy policy](#). Please note that opting-out of advertising networks services does not mean that you will not receive advertising, nor will it prevent the receipt of interest-based advertising from third parties that do not participate in these programs. It will, however, exclude you from interest-based advertising conducted through participating networks, as provided by their policies and choice mechanisms.

Some content or applications on the Website are served by unaffiliated third parties. We do not control these third parties' tracking technologies or how they may be used. Please contact those third parties directly if you have any questions about their data collection practices.

### **Who Do We Provide Your Information To?**

Non-PII collected on the Website may be disclosed in any manner that we deem appropriate. We may disclose your PII collected on the Website to our agents, affiliates, partners, and other third parties as described below.

### **Third-Party Agents and Service Providers**

We have third-party agents, subsidiaries, affiliates and service providers that perform functions on our behalf, including, but not limited to: hosting, content syndication, content management, technical integration, marketing, analytics, customer service, and fraud protection. While these entities may have access to PII if needed to perform their functions, they will be required to maintain the confidentiality and security of that PII. They will also be restricted from using, selling, or distributing this data in any way other than to provide the requested services to the Website.

### **Assignment**

We may change our ownership or corporate organization while providing the Website. We may also sell certain assets associated with the Website. In such event, we may transfer some or all of your information to an entity acquiring all or part of our assets or to another entity with which we have merged. Under such circumstances, we would request the acquiring party to follow the practices described in this Website Privacy Policy. Nevertheless, we cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Website Privacy Policy.

### **Law Enforcement, Legal Process, and Emergency Situations**

We may also use or disclose PII if required to do so by law or on the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on us

or the Website; (b) protect and defend our rights or property, the Website or our users, or (c) act to protect the personal safety of us, users of the Website or the public.

### **What Steps Are Taken to Keep Personally Identifiable Information Secure?**

We are concerned about ensuring the security of your PII and take certain security measures to help protect such information. Please understand, however, that while we try our best to safeguard your PII once we receive it, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure. You can help to protect the privacy of your own information. You must take precautions to protect the security of any PII that you transmit over any public or untrusted network by using encryption and other techniques to prevent unauthorized interception of your PII. You are responsible for the security of your information when using unencrypted, public or otherwise unsecured networks.

### **Children's Information?**

The Website is not intended for children under 13 years of age. Unless otherwise disclosed during collection and with parent or guardian consent, Vyve does not knowingly collect PII from children under 13 years of age. If you are under 13 years of age, do not provide PII to Vyve.

### **Opting-Out of E-Mail Marketing Communications**

You may always opt-out of receiving future e-mail marketing messages and e-mail newsletters from Vyve. We provide you with the opportunity to opt-out of such communications from us by clicking the "unsubscribe" link at the bottom of each marketing e-mail. Please note that you may not opt-out of our communication with you that are related to your use of the Website.

**If you have any questions about this Website Privacy Policy, you should contact us [websiteprivacypolicy@vyvebb.com](mailto:websiteprivacypolicy@vyvebb.com).**