

such as your age, income, and other demographic or marketing information, or from advertisers to whom you have provided this information. Mailing list information does not include the extent of your viewing or use of a particular service, the nature of any transaction you make over the cable system, or any information that constitutes CPNI. We may disclose or sell such mailing list information from time to time. If you wish to be removed from our mailing list, please notify us in writing at our main office, which will be noted on your cable bill, or by sending an e-mail to [askus@cablesystem.com](mailto:askus@cablesystem.com). Please include your name and address on any such request.

If you are a Phone Services customer, we must disclose certain of your personally identifiable information and CPNI to 911 services and to you or your designee upon your express authorization. We will also disclose limited personal information to telephone companies so that your calls can be properly routed. When you dial a toll-free number, the party you are calling may identify your telephone number using a telephone network technology called Automatic Number Identification (ANI). FCC rules prohibit parties that receive calls on toll-free numbers from distributing these telephone numbers.

Your name, address and/or phone number are provided to those you call in connection with Caller ID functions. You may dial \*67 to prevent display of your Caller ID. Dialing \*82 resumes its display.

We will provide your name, phone number and address to directories and 411 services. If you subscribe to our Private Listing service, we will take reasonable precautions to ensure that your information is not provided, but we cannot guarantee that errors will not occur. If you would like more information on the Private Listing service, please contact 419-724-9800.

### **3. Disclosure of Information to Governmental Entities and Other Legal Process.**

Federal law requires us to disclose personally identifiable information to a governmental entity or other third parties under certain legal process. Generally, this process requires a court order and, if the order is sought by a governmental entity, you are afforded the opportunity to contest the disclosure.

Under the Electronic Communications Privacy Act and other federal laws, we must disclose personally identifiable information in some circumstances to governmental entities without notifying you. We will honor these laws and orders. We will comply with legal process when we believe we are required to do so. We will also disclose any information in our possession to protect our rights, property, or operations, or in response to threats to individual or public safety.

### **4. Phone Conversations.**

Buckeye CableSystem may monitor or record telephone conversations between customers and Buckeye CableSystem customer relations representatives for the purpose of evaluating employee performance and improving customer service. Any personally-identifiable information resulting from this activity will be used only for the above stated purposes and will be destroyed within one year of the monitoring or recording date, unless such personally-identifiable information is placed in an individual employee's record which will then be destroyed within six (6) years.

### **5. Time Period That We Retain Personally Identifiable Information.**

We maintain personally identifiable information about subscribers for as long as it is necessary for business purposes. This period may last as long as you are a subscriber and for additional time so that we can comply with tax, accounting and other legal requirements.

### **6. Access to Records.**

We will make your personally-identifiable information available for your examination within five (5) working days of the receipt of a request from you. You shall be responsible for all costs of copying of documents supplied. Upon a reasonable showing, Buckeye CableSystem is required to correct any inaccurate information. All personally-identifiable information will be made available between 8:30 a.m. - 5 p.m., Monday-Friday at Buckeye Cablevision, Inc., 5566 Southwyck Boulevard, Toledo, Ohio 43614.

### **7. Your Rights Under the Communications Act.**

Violation of these provisions by Buckeye CableSystem may lead to criminal and civil liabilities. A person aggrieved by a violation may bring a civil action for damages in United States District Court.

If you have any questions about this Privacy Notice, please contact us at 419-724-9800 or email us at [askus@cablesystem.com](mailto:askus@cablesystem.com).

Visit <http://www.buckeyecablesystem.com/express> for Terms & Conditions and Service Disclosure documents related to BUCKEY EXPRESS® High-Speed Internet service. Printed copies are available in Buckeye CableSystem lobby locations.

### **TECHNICAL STANDARDS**

Buckeye CableSystem strives to maintain cable television signals which conform to all government technical regulations.

Should you have a complaint about the signal quality on our system, call 419-724-9800 and a technical support representative will schedule a service call for you. We answer our phones 24/7. Buckeye CableSystem technicians make scheduled service calls from 8 a.m. to 8 p.m. Sunday through Saturday.

If you still have questions about signal quality, you may direct them to Brad Mefferd, President and General Manager, at 419-724-9802, or contact the Cable Affairs Office in the franchise area in which you reside.

The cable offices for the various franchise areas where you may lodge complaints follow:

Village of Harbor View  
127 Lakeview Drive  
Harbor View, Ohio 43434  
419-698-9691

Village of Holland  
P.O. Box 249  
Holland, Ohio 43528  
419-865-7104

City of Maumee  
110 East Dudley Street  
Maumee, Ohio 43537  
419-897-7115

Village of Ottawa Hills  
2125 Richards Road  
Toledo, Ohio 43606  
419-536-1111

City of Rossford  
133 Osborne Street  
Rossford, Ohio 43460  
419-666-0210

City of Oregon  
5330 Seaman Road  
Oregon, Ohio 43616  
419-698-7028

Bedford Township Administrator  
8100 Jackman Road  
P.O. Box H  
Temperance, Michigan 48182  
734-847-6791

Ida Township  
Lewis Avenue  
Ida, Michigan 48140  
734-269-3045

Summerfield Township  
26 Saline Street  
Petersburg, Michigan 49270  
734-279-1214

City of Perrysburg  
201 West Indiana Avenue  
Perrysburg, Ohio 43551  
419-872-8010

City of Sylvania  
6730 Monroe Street, Suite 203  
Sylvania, Ohio 43560  
419-885-8931

City of Toledo  
One Government Center  
Toledo, Ohio 43604  
419-245-1020

Middleton Township Trustees  
Contact the Ohio Department of  
Commerce at  
<http://www.com.ohio.gov/admin/vsa> or via  
PUCO's call center at  
800-686-7826

Monclova Township  
Monclova and Albon Roads  
Monclova, Ohio 43542  
419-865-7862 ext. 10

Perrysburg Township Trustees  
26609 Lime City Road  
P.O. Box 729  
Perrysburg, Ohio 43551  
419-872-8861

City of Northwood  
6000 Wales Road  
Northwood, Ohio 43619  
419-693-9320

Riga Township  
P.O. Box 25  
Riga, Michigan 49276  
517-486-3713

Richfield Township  
3951 Washburn Road  
Berkey, Ohio 43504  
419-829-2781

Spencer Township Trustees  
P.O. Box 28  
Holland, Ohio 43528  
419-865-2883

Springfield Township Hall  
7617 Angola Road  
Holland, Ohio 43528  
419-865-0239

Sylvania Township Trustees  
4927 Holland-Sylvania Road  
Sylvania, Ohio 43560  
419-882-0031

Washington Township Trustees  
P.O. Box 5133  
Toledo, Ohio 43611-0130  
419-726-6621

City of Waterville  
25 North Second Street  
P.O. Box 140  
Waterville, OH 43566  
419-878-8100

Township of Waterville  
Contact the Ohio Department of  
Commerce at  
<http://www.com.ohio.gov/admin/vsa> or via  
PUCO's call center at  
800-686-7826

Erie Township  
P.O. Box 187  
Erie, Michigan 48133  
734-848-5915

Whiteford Township  
5063 Consear Road  
Ottawa Lake, Michigan 49276  
734-856-5383

Allen Township  
Contact the Ohio Department of  
Commerce at  
<http://www.com.ohio.gov/admin/vsa> or via  
PUCO's call center at  
800-686-7826

Lake Township  
Contact the Ohio Department of  
Commerce at  
<http://www.com.ohio.gov/admin/vsa> or via  
PUCO's call center at  
800-686-7826



**Buckeye CableSystem**

Buckeye Cablevision, Inc., 5566 Southwyck Blvd., Toledo, Ohio 43614  
**419-724-9800 • 800-866-3260 • [buckeyecablesystem.com](http://buckeyecablesystem.com)**

### **CUSTOMER SERVICE STANDARDS AND POLICIES**

We have three customer service locations to make it more convenient for you to transact business: 5566 Southwyck Blvd., in the DeVeaux Village Shopping Center at the corner of Sylvania and Douglas and at 3021 Navarre Ave., inside ComputerXtreme. All locations are open from 8 a.m. – 7 p.m. Monday through Saturday and from noon to 5 p.m. on Sunday. We also have a night deposit box at each location and accept bill payments at Island Variety at Dearborn and Starr Avenue, Holland Carry Out at Angola and McCord, AJ's Carryout at Broadway and Woodville, Broadway FoodMart at Broadway and South, Toledo Urban Credit Union, 1339 Dorr St., and Flick's Drug at Sterns and Secor Roads in Lambertville.

We offer 2-hour appointment windows (i.e. 8 a.m. to 10 a.m., 10 a.m. to noon, etc.) for installations and for service calls. We schedule installations from 8 a.m. until 8 p.m. Monday through Saturday. We schedule non-emergency service calls from 8 a.m. to 8 p.m. 7 days a week. For a small fee, exact time appointments are available.

We answer our phones 24/7, 365 days a year.

### **BILLING DISPUTES**

We act upon any billing dispute upon receipt of a written query, which must be submitted no later than 60 days after the statement date on which the disputed charge was billed. If the issue can be resolved immediately, the customer is called or sent a letter that same day. If the dispute requires extensive research, the customer is sent a letter to that effect, and then is notified upon resolution, usually within two weeks.

We issue refund checks on disconnected accounts automatically weekly or upon request from a customer. In many cases, customer relations representatives may authorize credits or refunds.

### **EQUIPMENT USAGE**

To help you use and enjoy your cable service to the fullest extent, please read the following information about how Buckeye CableSystem works with your TV, VCR, or DVR.

### **CONVERTER BOXES**

One of the reasons you subscribed to Buckeye CableSystem is that we offer many more channels of programming than you are able to receive off-air. Some of you might have TV receivers and VCRs that can tune to all the Standard Service channels we provide, while others might have older sets that do not. In the latter case, we can provide you with a Buckeye CableSystem set-top converter for a small monthly fee, plus tax. If you do not choose to have a set-top converter, you might experience interference from off-air local broadcast signals. In either case, if you do not choose to have a CableSystem set-top converter, you may choose to buy a compatible set-top converter at a retail outlet.

Even if you have a TV or VCR that was advertised as being "cable ready," or able to receive all cable channels, some might still need a converter. Further, some TVs and VCRs cannot tune all cable channels without some interference. If this is the case with your equipment, call us at 419-724-9800 because you might also need to use a converter.

In addition, because Buckeye CableSystem scrambles SuperChannels, premium channels such as HBO, most digital services, and iN DEMAND pay-per-view channels, you will need a converter with a built-in descrambler should you wish to receive these channels, even if your receiver tunes our cable channels.

Buckeye CableSystem also offers digital channel services which require a digital converter in order to receive these channels. Some TVs and DVRs have the capability to support a CableCARD™ which allows the television to directly decode digital channels. If you purchase a CableCARD™ compliant TV or DVR, please call Buckeye CableSystem to acquire the appropriate equipment that will allow your new TV to receive the available digital programming. Some CableCARD™ devices require the use of a tuning adaptor to view digital channels transmitted via switched digital technology.

High-Definition Television is also offered by Buckeye CableSystem. HDTV sets are labeled as either HD-ready or HD-capable. HD-ready sets have an integrated HDTV decoder. HD-capable sets function only as a monitor and require the use of an external decoder, which is available from Buckeye CableSystem. While an HD-ready set has a decoder, this may only allow it to receive the local off-air signals from local broadcasters and is not compatible with the Buckeye CableSystem digital channels.

Buckeye CableSystem's converter will "convert" the cable channels to channel 3 or baseband for your TV or VCR. Please understand that the process of converting all of our channels to channel 3 means that your TV or VCR can receive only one channel at a time through the converter. Thus, there might be certain features of your TV and VCR that depend on channel tuning that you will not be able to use without additional equipment, such as taping one program while watching another, recording two or more consecutive programs on different channels, and using Picture-in-Picture.

Should you wish to use any or all of those features, Buckeye CableSystem will provide you with supplemental equipment, such as an additional converter. Please call us for more information. You also may purchase bypass switches and additional converters at retail outlets. Recently introduced HD/DVR's provide a lot more flexibility than do VCRs. For example, they are equipped with dual tuners, allowing you to watch one channel while recording another.

Please remember that converters with descrambling capability can be obtained legally only from Buckeye CableSystem. In fact, should you see advertisements for cable converters that have descramblers in them (so-called "pirate boxes" or "black boxes"), please understand that these devices are illegal to sell or use, unless authorized by your cable company. People who use illegal converters/descramblers or otherwise use our Cable Services without our authorization actually are stealing cable service. Federal and state laws prohibit theft of cable, violators face criminal and civil penalties.

#### REMOTE CONTROL

The converters used by Buckeye CableSystem can operate by a hand-held remote control device, which we provide for a small monthly fee, plus tax (the digital converter includes a remote control device). It is also possible that the remote control device that might have come with your TV, DVD, Blu Ray Player or other device is capable of controlling our converter box as well. In that case, please feel free to use it. If you choose you may also buy at a retail outlet a "universal" remote control device capable of working with our converters. We do not recommend or guarantee that any particular manufacturers' "universal" remote control will be fully functional.

#### BUCKEYE EMPLOYEE IDENTIFICATION

All Buckeye CableSystem employees, and subcontractors operating on our behalf, carry identification cards with the person's picture, date of expiration and an HR signature on the back. For your own safety, ask to check the identification before letting anyone into your home.

#### SUBSCRIBER PRIVACY

##### *What This Privacy Notice Covers*

This Notice describes our practices concerning your "personally identifiable information" and certain other information. Personally identifiable information is information that identifies you and that you have furnished to us or that we have collected in connection with your receipt of our services. This Notice applies to our residential and commercial video services ("Cable Services") and voice services ("Phone Services"), collectively ("Services").

This Notice also discusses your Customer Proprietary Network Information ("CPNI"). This is information about you that we obtain solely in connection with your receipt of our Phone Services. CPNI consists of the information contained in your Phone Services bill and any other information about the quantity, technical configuration, type, destination, location and amount of your use of Phone Services. If you are a Phone Services customer, we have a duty under federal law to protect the confidentiality of your CPNI and you have the right to have the confidentiality of your CPNI so protected.

This notice does **not** apply to our BUCKEYE EXPRESS® High-Speed Internet service. For terms and conditions applying to BUCKEYE EXPRESS® High-Speed Internet service, see <http://www.buckeyecablessystem.com/express>.

This Notice does **not** cover information that we may collect from our Internet portals and websites, each of which contains its own privacy notice, or any applications, web services or tools that you download or access from these portals and websites. This Notice does **not** cover third party on-line, content, applications or services that you may purchase or access through our data services (for example, the services of Google and other on-line providers ("OLPs")). These OLPs may have their own privacy policies.

Our website always contains the most current version of this Notice. See [http://buckeyecablessystem.com/bci\\_html/legal](http://buckeyecablessystem.com/bci_html/legal). We also provide you with a copy of our Notice upon initiation of service and annually thereafter. You may also obtain a copy of the current Notice by contacting us at: 419-724-9800.

We may modify this Notice at any time. If we do, we will update it on this web site. If you continue to accept our services after a change, then you are deemed to have accepted the change.

**1. Collection and Use of Personally Identifiable Information and CPNI**  
**A. Personally Identifiable Information.** Under the federal Communications Act, we may collect personally identifiable information (described below) over our cable system without your consent if necessary to provide our services to you or to prevent unauthorized access to services or subscriber data. We may collect other information that you consent to our collecting and that we will use as you direct. We describe below the information that we may collect using the system or through other information collections means.

Personally identifiable information: To provide Services, we may need to collect data about you, including your name; home, e-mail and work addresses; home, cellular and work telephone numbers; social security number; driver's license number; credit, credit card, debit card and bank information; billing and payment information; records of damage and security deposits; records of maintenance and repairs; the number of converters, cable modems or other cable equipment installed in your home or business collectively, ("Buckeye CableSystem Equipment"); the number of television sets, telephones, computers and other equipment connected to Buckeye CableSystem Equipment or that receive any Services collectively, ("Customer Equipment"); the location and configuration of Customer Equipment; Service options chosen; the

programs, features and services you utilize; identifying information associated with the Buckeye CableSystem Equipment (e.g., a serial number or MAC address of each converter box installed); Buckeye CableSystem Equipment performance history; subscriber correspondence; records of violations and alleged violations of our terms of service; customer research and satisfaction data; and information available from third parties, such as age, income, other demographic information, and advertiser customer lists.

We may remotely check the Buckeye CableSystem Equipment and the Customer Equipment for purposes including diagnostics and network security. We maintain records of the results.

Other information: Our system, in delivering Cable Services, may automatically log information concerning the use and performance of your Buckeye CableSystem Equipment, including programming choices requested, the date and time of these choices, and information, services and products ordered from us or our advertisers. This data may be used for purposes that include allowing us to deliver desired information, products and services to you. For example, if you request on demand programming, we will need to collect information about your equipment along with the particular title ordered so that the right content is delivered to the right converter box. If the video ordered has a charge, we will then need to personally identify this information by associating it with your billing account so that we bill the correct customer.

Another example of information that we collect while delivering digital video services is data necessary to provide switched digital services. Our system may use switched digital technology so we can deliver additional channels and services. To do so, we need to collect your tuning choices along with information about your equipment to ensure that desired channels are delivered to you when you request them. While this information is temporarily associated with your equipment in order to provide these services, it will not be once the equipment identification is no longer needed for operations, troubleshooting and billing purposes. This anonymous information may be preserved and used as described in the next paragraph. We do not disclose to others for their marketing or advertising purposes any personally identifiable information that may be derived from this collection.

Finally, in delivering a Cable Service, we also track information about your use of Buckeye CableSystem Equipment in a non-personally identifiable manner. We may combine this information with other non-personally identifiable information. This aggregate or anonymous information may be used for research and to determine which programming and commercials are being watched, which may assist us in determining the networks that should be delivered via switched digital, in paying our programming providers, in informing us, advertisers and programmers how many impressions were received and generally making programming and advertising more relevant to our customers. None of this data will be used to personally identify you.

Our system, in delivering and routing Phone Service calls, may automatically log information concerning telephone numbers you call, telephone numbers from which you receive calls, the duration of such calls, the service features and functions you use, the frequency of such use and other CPNI for the uses described below.

The data that we collect from you, as described above, may be used, for purposes including: to make sure you receive the Services you have requested; to make sure you are being billed properly for the Services you receive; to send you pertinent information about our Services; to maintain or improve the quality of the Buckeye CableSystem Equipment and the Services; to answer questions from subscribers (e.g., for troubleshooting); to ensure compliance with relevant law and contractual provisions; to

market Services and other products that you may be interested in; and for tax and accounting purposes.

**B. Customer Proprietary Network Information ("CPNI").** We may use CPNI generated in furnishing Phone Services to provide you with information about, and to market to you, communications-related products or services within the same category of Phone Services to which you already subscribe.

We may, from time to time, use the CPNI generated in furnishing Phone Services to you to provide you with information about, and to market to you, communications-related products or services that are outside of the category of service to which you already subscribe. For instance, we may use the CPNI generated in our furnishing Phone Service to you to provide you with information about, and to market to you, data services. You have the right to restrict our use of your CPNI for these purposes. If you wish to do so, please notify us in writing at our main office or call 419-724-9800. Please include your name, account number, telephone number and address on any written request. If you do not notify us within 30 days of this notification that you wish to restrict our use of your CPNI, we will assume that you approve of our use of CPNI for this purpose.

We will not use your CPNI to offer products or services to you without your permission that the FCC classifies as non-communications related (including video services) or that are offered by other companies or by joint ventures in which we participate. You may, for example, be asked during a telephone call with one of our customer service representatives for your permission to use your CPNI for the purpose of providing you with an offer. If you provide your permission orally, electronically or in writing, we will use or disclose the CPNI only for the duration of that telephone call in order to offer you additional services.

Any permission or denial of permission to use your CPNI remains valid until such time as your Phone Services are discontinued or we receive your notice withdrawing permission.

**2. Disclosure of Personally Identifiable Information and CPNI.** Under the Communications Act, we may only disclose personally identifiable information covered by the Act without your prior written or electronic consent if: (1) it is necessary to render, or conduct a legitimate business related to the services that are provided to you; (2) such disclosure is required by law; or (3) for mailing lists, subject to the conditions described below. We may also disclose personally identifiable information and CPNI when you consent to the disclosure. Below is a description of our disclosure practices.

In providing Cable Services to you, we may disclose your personally identifiable information to our employees, related legal entities, agents, vendors acting under our direction, including repair and installation subcontractors, sales representatives, accountants, billing and collection services, and consumer and market research firms, credit reporting agencies and authorized representatives of governmental bodies. We may also disclose the information to advertisers and vendors for purposes of carrying out transactions you request.

Unless you object, the Communications Act also permits us to disclose limited personally identifiable information to others, such as advertisers and direct mail companies, for non-cable-related purposes, such as direct marketing. These disclosures are limited to the following "mailing list information": your name, address and the Cable Services to which you subscribe (e.g., HBO or other premium channels, or tiers of service). In addition, we may add to this mailing list information commercially-available information about you that is obtained from third parties,