

CUSTOMER PRIVACY NOTICE

This Notice Contains Important Information About Your Privacy Rights. Federal law requires us to inform you of the following matters:

Customer's Privacy Rights. You have a right to know Northland's policy regarding the collection and retention of personally identifiable information. You also have the right to inspect our records that contain information about you and to correct any error in our information. If you wish to inspect our records, please contact us at our local business office stated on your monthly bill, during regular business hours, to set up an appointment. We reserve the right to charge you for the cost of photocopying any documents that you request.

Information Collection and Use. Generally, Federal law permits us to collect and use personally identifiable information necessary for the business of providing services to customers and to detect unauthorized reception of cable communications. In order to provide reliable, high quality service and maintain adequate records, we keep regular business records that may include the following personal information about you: your name, address(es), telephone number(s), social security number, driver's license or state-issued identification number, bank account number(s) (if you have authorized automatic payment withdrawals), credit card account number(s) (if you have furnished them to us for payment); billing, payment, deposit, complaint and service records, records of information you have furnished to us, such as the location and number of television sets and devices connected to the system, and the service(s) you have chosen, and other personally identifiable information. We use this information to sell, maintain, disconnect, reconnect and change your level of service(s); to make sure that you are being billed properly for the service(s) you receive; to maintain financial, accounting, tax, service and property records, including records required by the terms of our franchise; to determine your level of satisfaction with the service(s) we provide; to enable us to mail you information concerning our services; to enable us to conduct market research; to detect unauthorized reception, use and abuse of the services; to comply with law; and for the other purposes related to the operation and maintenance of your services and the system generally. We take reasonable precautions to prevent unauthorized access to this information. However, we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose personally identifiable information.

Information Disclosure. Federal law allows us to disclose personally identifiable information to a third party only if (a) you consent in advance in writing or electronically; (b) necessary to render the service(s) we provide to you and to conduct our related business activities; (c) required pursuant to a court order, warrant or subpoena and we notify you that such disclosure has been requested; (d) required pursuant to the Federal Electronic Communications Privacy Act or other applicable law or legal process; or (e) made in connection with mailing lists as described in the next paragraph. We may make your records available to our affiliates, employees, agents and contractors to install, market, provide, disconnect, reconnect, change the level of cable service, detect unauthorized reception use and abuse of the service and to audit cable service where access to information about you may be needed for the specific job at hand. Access for these purposes is routine, and does not occur with any specific frequency. We also may occasionally release our customer list to consumer research organizations to conduct market research. Further, we make our customer list available each month to distributors for sending program guides; to programmers for marketing and promotions of the various program services carried on our system; to programmers and outside auditors to check our records; to attorneys and accountants on a continuous basis as necessary to render services to the company; to potential purchasers in contemplation of a system sale, and in the event of any sale, to the purchaser; to franchising authorities to demonstrate compliance with the franchise; to mailing services as needed for system-related mailings to customers; to collection services if required to collect past-due bills at such time as those bills are submitted for collection; and to comply with law.

Mailing Lists. Federal law also allows us to disclose your name and address for mailing lists and other purposes unless you object. We do not sell our customer list or otherwise

disclose it to commercial or charitable users at the present time, although we may make such disclosures in the future. In such case, we will not disclose the extent of your viewing or use of any particular service or the nature of any transaction you may make, but we may disclose that you are among those who subscribe to a particular service (e.g. basic cable, Internet). If you do not wish to have your name and address included on a customer list disclosed to commercial or charitable users, please contact our local business office.

Information Retention. We may destroy customer information that is no longer necessary for the purpose for which it was collected unless there is a legitimate request or order to inspect the information still outstanding. Information that you have provided us upon installation of cable service may be maintained in our management information system for extended periods of time. Information contained in records such as work orders, service records, usage records, accounting and billing records, and market research records may be retained for as long as you are a customer, plus additional periods if we believe such information may be necessary or useful in the future.

If you believe you have been injured by any act of ours in violation of the Cable Act, you may enforce the limitations imposed on us by the Cable Act with respect to your personally identifiable information through a civil lawsuit seeking damages, attorneys' fees, and litigation costs. Other rights and remedies may be available to you under federal or other applicable laws.

As required by the Cable Act, we will provide you with a copy of our subscriber privacy policy annually. We may modify our policy at any time. We will notify you of any material changes through written, electronic, or other means as permitted by law. If you find the changes unacceptable, you have the right to cancel service. If you continue to use the service following notice of the changes, we will consider your continued use to be acceptance of and consent to the changes. This privacy policy applies to all products and services of Northland, including cable television services, Internet services and telephony services. Additional information regarding Northland's web site privacy policy and other Northland policies that may apply to you can be read at www.northlandcabletv.com/legal/

Northland Cable Television thanks you for being our customer. We appreciate your business.