

Annual Notice

INSTALLATION & SERVICE MAINTENANCE POLICIES

Installation: It is imperative that someone over 18 years of age is home during the installation of your cable television, cable modem and/or phone service. This will insure a thorough and complete installation that will allow you to become more familiar with your service and equipment. We require the individuals responsible for the service to sign for the equipment required in your home. For scheduling, please call our Customer Service Department.

Adding or Changing Service: You may decide to add new services or substitute something else for what you have. We encourage you to select the cable programming and services that fit your viewing preferences. Cable One offers a number of additional and optional services. A listing of our current service packages and prices is included with this notice. Call our Customer Service Department at the phone number listed above for further information.

Moving: Please call our Customer Service Department. This is the best way for us to schedule a disconnect for your service and make arrangements for the return of Cable One's equipment. If you want service in your new home, call us in advance and we will schedule the installation. Converters, remote control devices, modems and any other equipment provided by Cable One should be returned to us immediately, should you decide to disconnect your service. As discussed below, in order to avoid imposition of additional charges, you are responsible for these items until the equipment is returned in proper working condition.

Service Calls: If you are experiencing trouble with your service, please contact our Customer Service Department. If you call during normal business hours, a customer service representative (CSR) will take your name, address, and telephone number, and ask the nature of the problem. If the CSR cannot resolve the problem, we will schedule a service technician visit. In the event a customer calls outside of regular business hours, the call will generally be answered by our customer care center and occasionally by an answering service. Please provide the answering service with your name, number, and the nature of the problem, and your call will be returned the next business day. Technicians will be dispatched to address service problems on a prioritized basis. Emergencies such as fallen lines, violent storms, ice, or other weather related problems may interfere with service. We will make our best efforts to correct the situation as soon as possible. While we do everything possible to insure trouble free reception, from time to time, system equipment failures can occur.

Cable One Equipment: The equipment that we provide to our subscribers is and shall remain the property of Cable One and must be returned to us at any time service is discontinued for any reason, or any time that the company wishes to exchange such equipment. Failure to return Cable One equipment may result in charges being applied to your account as specified in our equipment agreement or as permitted by law. We will replace or repair Cable One equipment at no charge in the event of a failure due to normal use. Remote control devices can be repaired or replaced in our office. The customer is responsible for replacement of the remote control batteries in the event of battery failure. Batteries are available for purchase at our office for a nominal charge, or if you wish, batteries can be purchased from retail stores. See your copy of our equipment agreement for additional details. Phone modem batteries are not generally available on the retail market and Cable One will be responsible for replacing those batteries at its expense.

HOW TO USE YOUR CABLE SERVICE

How Cable Works: The programming you enjoy on cable television is delivered to you through a complex series of electronic components and many miles of cable installed throughout your community. For each channel that is cablecast, signals might be received via satellite, fiber, microwave, or broadcast antennas at a central collection point. These signals are then processed, modulated and/or converted for cable distribution.

How to Hook Up Your Cable Service: There are several configurations possible to connect your consumer electronics equipment based upon your specific home equipment and your desired results. Cable One provides detailed step by step instructions for each configuration on its website as well as printed brochures which are made available at no cost at each Cable One office.

Parental Control Features: Many of Cable One's converter boxes come equipped with certain parental control features that enable you to block objectionable programming. If your converter box does not have these features and you want a box with these features, please contact your local system and one will be made available to you at no extra charge. Instructions regarding the use of these features are available on the Cable One website. In addition, if images or sound appear on scrambled channels that you do not subscribe to and you would like those channels fully blocked, please contact the Customer Service Department.

CUSTOMER EQUIPMENT NOTICE

Converter Boxes: One of the reasons you subscribed to our cable service is that we offer many more channels of programming than are available off-the-air. Some of you may have TVs and VCRs that can tune in all of the channels to which you subscribe. Others may have older sets that are not capable of tuning in all of our channels, including some or all of the local off-the-air television stations which are carried on channel positions above channel 13. In that case, you may need to use a set-top converter box to receive all of the cable channels to which you subscribe. Even if you have a TV or VCR that was advertised as being able to receive all cable channels or "cable-ready" you may still need a converter box. This is because, in the past, there have been no government standards governing the reception of cable channels. This means that even though your TV or VCR was advertised as being capable of receiving all cable channels or "cable ready" it may not be able to receive all of the cable channels that we provide. You should know that, according to government rules, televisions and VCRs sold in the United States cannot be called "cable-ready" unless they comply with certain requirements, including the ability to properly tune all unscrambled cable channels. Also, some TVs and VCRs cannot tune all cable

channels without some interference. If you believe that either of these situations applies to your equipment, we will, for a monthly fee, provide you with a converter box that will enable you to tune in all of the channels to which you subscribe. In addition, because we scramble certain channels we offer, you will need a descrambler if you want to receive scrambled channels regardless of whether your TV or VCR is capable of receiving all of our unscrambled channels. It may be possible to purchase converter boxes at retail, which boxes will not have the capability to descramble our scrambled programming without a descrambler. To descramble such programming, you will need to contact Cable One to obtain a descrambler. You may purchase a Cable Card ready TV from a retail outlet, but to descramble services you must rent the Cable Card from Cable One. Please remember, however, that converters with built-in descrambling capability or Cable Cards authorized to work with our system may only be obtained from Cable One. In fact, if you should see advertisements offering to sell cable converter boxes that have descramblers in them (so-called "black boxes" or "pirate boxes") or Cable Cards offered by anyone other than Cable One, you should understand that these devices are illegal to sell or use. Because of the need to protect our scrambled services, we will not authorize the use of any converter with a built-in descrambler, or of any Cable Cards, unless provided by Cable One. People who use illegal converter/descramblers or Cable Cards are actually stealing cable service and this practice unfairly results in increased prices to our honest subscribers. Cable One's policy is to prosecute cable theft to the full extent allowed by law. As you may know, a converter box "converts" the cable channels to a single channel that can be tuned by your TV. This means that while the channels change on the converter box, your TV remains tuned to one channel, usually channel 2, 3 or 4. Please understand that the process of converting all of our channels to a single channel means that you can only receive one channel at a time through the converter. Only this single "converted" channel can then be viewed on the TV or taped by the VCR. This means that there may be certain features of your TV and VCR that may not work. For example, simultaneous reception of any two scrambled signals or tuning to alternate channels on a pre-programmed schedule, direct reception of unscrambled signals, taping one program while watching another, recording two or more consecutive programs that appear on different channels, and the use of advanced features like "picture-in-picture" may not be possible without additional equipment. If you would like to use some of these features, we can provide you with supplemental equipment. This equipment may include an additional converter, or if you have a TV or VCR that can tune all of our cable channels, a switch and/or a special converter with a switch that will enable you to by-pass the converter and tune all unscrambled channels with your TV or VCR. Please contact us regarding your wishes and we will be happy to give you a schedule of charges for such equipment. In addition, you may purchase by-pass switches and additional equipment at retail outlets.

Remote Control: The converters that we use can be operated by a hand-held remote control device. It is also possible that the remote control that came with your TV or VCR is capable of controlling our converter boxes as well. In that case, feel free to use it. If you choose, you may purchase a universal remote control device capable of working with our converters at a retail outlet. For your convenience, we have included below a representative list of remote controls that are compatible with our converters. You can purchase these types of remote controls at many appliance or electronics stores. If you are unsure as to whether a particular remote control you are thinking of purchasing is compatible with your converter, please contact us. If there is any further information we can give you regarding the compatibility of our cable system and your TV and VCR, please do not hesitate to contact us.

E911 NOTICE

As a component of your phone service, you will normally have access to the emergency 911 service at your registered address. However, your E911 service will not operate if you move your cable modem to a new address without notifying Cable One. Since E911 response can only determine your location by the address we have on record, you must contact Cable One before moving your modem to another address. Additionally, your E911 service will not operate if there is a power outage in your home and the battery backup is not charged or does not last as long as the outage; or your service is interrupted due to network or other technical problems. Since E911 response can only determine your location by the address we have on record, please contact Cable One before moving your modem to another address.

BILLING PROCEDURES

Billing Cycle: Invoices for customers are generated each month and due in advance. The day that an invoice is generated for a current account, one without any overdue balance, is day 1 of the billing cycle for that account. Invoices are normally generated (and then mailed to a customer) at least five days in advance of the customer's monthly service period. Because different systems may use several different billing cycles, the first day of your billing cycle could be July 1 or July 28 or something in between. Usage charges such as PPV events for cable television and phone service charges for international calls and directory assistance are billed in arrears.

Your Monthly Statement: Your monthly statement is generated by our billing service. When you receive your statement you should open it and examine it carefully. The last date for which payments were posted is shown on the bill. Any payment received after that date will be reflected in your next billing statement. The balance due reflects the amount due on your account. This balance due (less any payments you made which are not yet posted) must be paid by the date indicated to avoid late fees or collection activity. The company is not responsible for payments mailed but not received on or before the due date. If you mail your bill, please allow seven business days for payments to be posted to your account.

Late Fees: Upon a customer's failure to pay an invoice before the next monthly invoice is generated (on approximately day 31 of the billing cycle), Cable One may impose a \$4.50 late fee on the account, in accordance with applicable laws, and show the assessment of this late fee on the invoice. If the account is still delinquent on day 41 of the billing cycle, Cable One may assess a second late fee of \$2.00 to the account. In addition, in the event that a customer fails to pay his or her bill after 41 days from the beginning of the billing cycle, then Cable One may terminate service and require the return of its equipment. If Cable One makes a collection or disconnect attempt at the subscriber's residence, then we may also be entitled to assess an additional charge for that home collection or disconnect effort. The late fees, collection and disconnect fees serve to benefit customers who pay in a timely fashion. Our rate schedule has been established with the anticipation that bills will be paid on time. Due to the difficulty in predicting what costs we will incur as a result of any specific late payments, our late fees are intended to be a reasonable estimate of our costs due to late payment. We do not extend credit to our customers and the fees are not interest, a credit service charge or a finance charge. The above late fee practices are modified in certain states to comply with applicable state or local laws, rules or regulations.

Billing Disputes: If you ever have any questions about your bill, call our Customer Service Department as soon as possible. When our representative answers your call, be as specific as you can in describing your question or problem. A customer service representative will check our computer records for your account and will usually be able to answer your question while you are on the phone. Occasionally, it may be necessary for us to check records that are not immediately available. In these cases, we will ask for a telephone number where we can reach you as soon as that research has been completed. Where you have concerns regarding particular charges on your monthly statement, be sure to mention to the customer service representative the amount that you dispute. We encourage you to voluntarily pay any amounts not in dispute on time to avoid the assessment of applicable late fees.

Subscriber Notices: In the event of a required notice to our subscribers, we will include the notice in the billing envelope, on the billing statement, a text crawl on a television channel, via e-mail or a combination where appropriate.

COMPLAINT RESOLUTION

We are committed to providing the best possible customer service and a broad range of quality programming. Cable One's policies are intended to follow the Federal Communications Commission's guidelines on customer service. We are proud of our fine relationship with our municipalities and our subscribers and look forward to many years of continued service to the community. In compliance with FCC regulations, we are pleased to provide you with the following procedures in case of any problems with our service. Any time you have a problem with your cable reception or cable modem or phone service, please call our Customer Service Department, where we have customer service representatives on duty to help you or arrange for a technician to address the problem. All efforts will be made by our service technicians and other employees to resolve any complaints concerning the technical quality of service promptly and efficiently. If your problems are not resolved to your satisfaction, please feel free to speak to your cable system general manager, who will review the problem and take corrective action. If we are not able to take any further action to correct the problem, we will promptly inform you of our determination and the reasons we cannot correct the problem. Most problems can be resolved with the above procedures. If your problem is not handled to your satisfaction, you may feel free to contact the regulatory authorities which are listed in this notice. We appreciate your business and look forward to providing you with the finest service.

PRIVACY NOTICE

In order to provide you with the best Cable One services, including cable television, digital cable, Internet services, and phone services, we collect and keep on file certain information about our subscribers. This notice will tell you what information we collect, how we use it, and how you can help us make sure it is correct. In this Privacy Notice, the terms subscriber or you refer to customers of our Cable One cable or other services. The terms "Cable One", "we", "our", or "us" refer to Cable One, Inc. and the cable television system in your local area.

Collection of Personally Identifiable Information

We collect certain personally identifiable information from our subscribers in connection with the provision of our cable and other services. The types of information that may constitute personally identifiable information include: name; home, e-mail and alternate billing addresses; telephone, social security or drivers license numbers; credit or bank account data; services you ask to receive; service connection and device information; service preferences or transactions you initiate through your voluntary interaction with the service; subscriber correspondence, accounting, maintenance and repair records; service complaints; home ownership or rental information; and other information that you provide to us or that we may request to provide our services to you and/or to maintain regular business records. We may also have a record of the devices that you use to connect to our services in your home, including the location and configuration of these devices and a list of the equipment we installed in your home. We may also collect additional subscriber information during voluntary interviews or surveys. When cable modem subscribers access the Cable One Internet portal page or other Cable One websites, Cable One, its affiliates, partners and advertisers may use various software devices to collect information to allow participation in certain online activities or to facilitate online access. Cable One may also collect cable modem technical data and information about aggregate cable modem usage for service offering analysis. This process generally does not involve the collection of additional subscriber personally identifiable information. To protect the security of our services, we may also operate certain network protection features that automatically scan proper subscriber use of the Cable One services and that scan certain electronic addresses, identifiers or communications to protect against spam and/or viruses. Other than monitoring bandwidth usage, we do not collect additional personally identifiable information while utilizing these protection features. During the course of provision of phone services, Cable One may accumulate customer information that relates to the quantity, technical configuration, type, destination, and location of Cable One Phone Services used by you as a Cable One Phone Services customer.

Use of Collected Information

We use the information we collect to make sure you receive the services you subscribe to; to send your bills and credit you for payments; to send you program or service listings, new product or service offerings, special announcements, and other information we think you may want; to provide and enhance our services; to respond promptly to your questions, complaints, and requests for changes in service; for our own tax and accounting purposes; to help anticipate, identify and resolve any service or maintenance problems; to protect the security of our equipment and services; to ensure compliance with applicable laws and compliance with applicable subscriber agreements, policies and terms of service; and to prevent the unauthorized reception of service. Under federal law, we may not use our cable system to collect personally identifiable information about you without your consent, except to obtain information necessary to provide you with cable or other services and/or to help us detect unauthorized reception of communications over the cable system. For example, when you interact with certain Cable One services, the cable system may automatically collect certain information on your use of that service. Most of this information is not personally identifiable, and such information is generally used to carry out your particular request. This may include your choice of a designated channel, menu selections or service offerings, such as On Demand or pay per view programming. These selections may be linked to your personally identifiable information already stored on our system so we can confirm your entry or transaction and/or confirm proper billing for the selection. We may also collect and use aggregate, non-personal,

information about our subscribers. This information does not identify individual subscribers. We may combine this aggregate data with our subscriber records. Cable One and its affiliates may also access and use your Phone Service customer information for the purpose of providing information to you and marketing alternate or additional products and services that may be to your benefit.

Disclosure of Personally Identifiable Information

We may disclose personally identifiable information maintained in our business records if (a) you provide written or electronic consent to the disclosure in advance; (b) it is necessary to provide our services to you or to carry out our business activities; or (c) it is otherwise authorized by federal law. These disclosures generally occur for, but are not limited to, account management, billing and collection services, surveys, marketing, service delivery, administration and customization, service maintenance and operations, and fraud detection and prevention. Persons that have authorized access to your personally identifiable information include, but are not limited to, system employees; sales and service agents; other businesses that work with us in bringing you our services, including program and program guide providers; accountants, outside auditors, billing, collection and legal services; repair and subscriber assistance providers; marketers of our products and services; merchants or other third parties from whom you make purchases or other requests; purchasing entities if we sell or transfer ownership; authorized representatives of government; and entities affiliated with us through common ownership or control. The frequency of disclosures to these parties varies according to business or legal purposes or service needs. Disclosures are as often as necessary and may be on a daily basis. Unless you object, we may disclose your name and addresses, including e-mail address, to non-affiliated entities, such as advertising and marketing entities, charities or other businesses, for other purposes. In such cases we may only furnish your name, home address and/or email address – not the extent of your use of Cable One's services or transactions you make over the Cable One system. You may prohibit or limit these name and address disclosures by sending us a letter with such request at the address in this notice. Consistent with requirements found under federal law, we may also disclose personally identifiable information to representatives of government or other lawfully authorized persons, which may include lawyers or other parties in connection with litigation. We will disclose such information pursuant to a warrant, court order, administrative subpoena, other legal process or voluntarily if we reasonably believe that an emergency involving danger of death or serious injury justifies disclosure of the information to a governmental entity. Under some situations, federal law may allow you the opportunity to appear and contest a governmental entity's request for a court order to disclose personally identifiable information. Federal law also authorizes us to disclose subscriber content or other communications if we become aware of evidence of child pornography, we inadvertently obtain content or communications and it appears to pertain to the commission of a crime, or disclosure is to a local, state or federal government entity if we believe there is an emergency involving death or serious injury. Disclosure of content and communications (i.e., e-mail account content) is also permitted to an addressee or intended recipient; when it is necessarily incident to providing our service or to protect our rights or property; or to others with your consent or the consent of the addressee or intended recipient of such communications. We may also use or disclose personally identifiable information about you to protect our employees, services, property and customers and/or to enforce our rights under our service agreements, terms and policies, in court or elsewhere as may be necessary. Except as indicated in this notice, we may not disclose personally identifiable information to other third parties, unless we are authorized to do so by court order or federal law otherwise permits. **If federal law requires, we will notify you of a disclosure.**

Length of Information Retention

We will maintain personally identifiable information about you only so long as it is necessary for the purpose for which it was collected or to comply with laws governing our business. This period of time extends for as long as you remain a subscriber to our cable or other services and generally continues for seven to ten years after termination of service so we may maintain legally required tax and accounting documentation and/or information consistent with our record retention practices. When no longer needed, such information will be destroyed unless there are legitimate pending requests for access to such information.

Right to Review Personally Identifiable Information

You may inspect personally identifiable information we have about you by sending a written request to us at the address listed in this notice (please include your name, address and telephone number). Following your request, we may need a reasonable period of time to arrange, locate and, if necessary, prepare the information for review. In reply, we may arrange an appointment or ask that you to come to our business office during regular business hours to review your personally identifiable information we have on file. When you come, you must bring your driver's license or some other positive identification. Be sure to tell us if you think personally identifiable information about you in our file is wrong – we will be glad to make appropriate corrections. Depending on the nature of the information, however, we may ask you for documents or other proof that the personally identifiable information we have on file is incorrect.

Your Rights Under Federal Law

If you believe that we have collected, used or disclosed personally identifiable information about you in any way that violates these federal limitations on the collection and disclosure of personally identifiable information, you have the right to bring suit in a federal district court.

Changes to Our Privacy Notice

We may modify or update our services from time to time, and if necessary, the provisions of this Privacy Notice. We will provide notice to subscribers of changes to our privacy provisions. If you do not agree with the changes, you have a right to cancel the services you subscribe to. If you continue to use our services following notice of privacy changes, such usage will constitute your acceptance of and consent to the changes.

Children's Privacy

Cable One does not knowingly collect personally identifiable information from children under thirteen years of age to connect and provide Cable One cable or other services. If, as a part of future service offerings, we decide to request personally identifiable information from children under thirteen, we will require verifiable parental consent before we collect this information, except in circumstances authorized by law. Cable One encourages parents and guardians to actively participate in children's online activities and to take measures to protect the online privacy and security of their children. Cable One supports the use of technologies that help control the collection and use of personal information from children participating in online activities.

Customer Proprietary Network Information

If you are a subscriber to Cable One's phone service, we have access to data known as customer proprietary network information ("CPNI") which is derived from the provision of this service. CPNI includes information such as the telephone numbers called by a customer; the frequency, duration, and timing of such calls; and any services purchased by the customer, such as call waiting. We will not use, disclose, or permit access to your CPNI, except in connection with our provision of your phone service and related services, such as the publishing of directories, unless required by law or with your approval. Please note that we are permitted to use your CPNI to initiate, render, bill, and collect for our service; to protect against fraudulent, abusive, or unlawful use of our service; and to provide inbound telemarketing, referral, or administrative services. Additionally, we are also required to cooperate with law enforcement officials under the terms of the Communications Assistance for Law Enforcement Act.