

**Privacy Policy**  
(Revised December 12, 2007)

At South Central Communications, we take our customer's privacy very seriously. We are committed to safeguarding your privacy whether you are browsing our web site, purchasing products and services from us through our on-line ordering website, discussing billing issues with our customer service representatives, or using our facilities for your communications needs ("Services"). This privacy policy details our commitment to protect your information and the limited manner in which we will use that information to provide you our Services.

How we collect, use, disclose and protect your Customer Proprietary Network Information or CPNI (as defined below) is more specifically described in our CPNI guidelines. Customer Proprietary Network Information or CPNI means your service usage related information such as the quantity, type and usage patterns of the services that you use (i.e., to whom, where and when you make a call).

By visiting our web site or using our Services, you consent to the collection and use of your information by us as set forth in the policy currently in effect. We may from time to time change this privacy policy with or without notice, so please check it regularly for any changes or updates. In addition, if you have any questions regarding this privacy policy you can contact us by telephone at (435) 826-4211 or by mail at P. O. Box 555, Escalante, Utah 84726.

**Important Terms Used Throughout This Privacy Policy**

Throughout this privacy policy we use several specialized terms: "Personally Identifiable Information" is information that tells us specifically who you are, your name, street address, email address, billing address, social security number, driver's license number, credit card number, bank account number and other account information. "User Information" means all Personally Identifiable Information and any other forms of information discussed in this privacy policy, including the Internet Protocol (IP) address of a user's computer. We use the term "aggregate" when we combine information from various persons or users. Information is said to be "anonymous" if it does not identify individual persons or entities or associate a particular person or entity with such information.

**Information We Collect and How We Use It**

**Visiting Our Site.** When you visit our web site to browse, we may collect and store the domain name and host from which you access the Internet (e.g., scinternet.net or aol.com), the IP address of your computer, your browser software and operating system, the date and time you accessed the site and the Internet address of any web site from which you link directly to our site or to which you link after visiting our site. We may use this information to measure the number of visitors and repeat visitors to sections of our site, to calculate the average time spent at our site, to determine from where our visitors link and to where our visitors link from the site and to help us make our site more useful. For example, we may organize and analyze IP addresses so that we can provide efficient service, enhance security, monitor appropriate usage and produce traffic volume statistics. This type of information may be shared with third parties, such as when we aggregate and disclose site traffic information for marketing and commercial purposes. When you visit our web site, we may ask if you would like us to send you marketing materials about our Services and other associated products and services. If you request such materials, then we may use the Personally Identifiable Information you give us to send you marketing materials

about our Services and other products and services. Except as otherwise set forth in this privacy policy, we will not share any Personally Identifiable Information with third parties without your consent. From time to time, we may include survey forms on our site asking visitors for contact, demographic or other information. We will only disclose survey responses that contain anonymous data to our affiliates and business associates who assist us in administering the Services or our other offered products and services.

### **Using Our Services**

When you use our Services, you must provide certain Personally Identifiable Information for you to properly and fully receive the offered Services. We collect and store this Personally Identifiable Information and any modifications that either we or you make to that information. Except as set forth in this policy, we will not reveal any such Personally Identifiable Information to any other third party without the consent of the provider of such information. We may share User Information with our affiliates and business associates who assist us in administering the Services. We may use, disclose or transfer certain User Information (i) to provide you Services you may request; (ii) to market services among the categories of services you currently subscribe; (iii) to obtain a credit report; (iv) to protect the confidentiality or security of your records; (v) to law enforcement or other government officials, if appropriate, for your protection, safety or in connection with an investigation or prosecution of possible unlawful activity; (vi) in connection with a sale or merger of South Central Communications or (vii) for other legally permissible purposes. We may also share aggregate anonymous data relating to the transactions on the site and use of the Services for marketing, research and other purposes. We also collect User Information through independent dealers and South Central Communications representatives of our products and services. Applicable customer service agreements may govern the receipt, use, and disclosure of certain User Information.

### **Feedback/Developer Concepts**

Except as otherwise provided in this policy or in other written documentation provided by us to you, any comments or materials you send to South Central Communications through the web site, including, without limitation, feedback, developer ideas or concepts, data, questions, comments or suggestions (collectively "Feedback"), may not be treated as confidential and may become the property of South Central Communications. South Central Communications has no obligation of any kind with respect to such Feedback and may be free to reproduce, use, disclose, exhibit, display, transform, create derivative works and distribute the Feedback.

### **Information Collected by Third Parties**

When accessing our web site or Services, you may have the option to enter a third party website to purchase products and services. **THIS PRIVACY POLICY ONLY ADDRESSES THE USE AND DISCLOSURE OF USER INFORMATION COLLECTED BY US, NOT THE THIRD PARTY'S WEBSITE.** If you disclose information to other parties, then different rules may apply to how those parties' use or disclosure of such information regardless of their affiliation or relationship with us. **SOUTH CENTRAL COMMUNICATIONS DOES NOT CONTROL THE PRIVACY PRACTICES OF THIRD PARTIES.** A user of our site or Services that links to another web site will be subject to the privacy policy of that website. We encourage you to ask questions and review the applicable privacy policy before disclosing information to third parties. We have no responsibility or liability for the independent actions or

policies of these independent sites, and are not responsible for the content or privacy practices of such sites.

### **Cookies**

Cookies are small text files that our website may send to your browser for storage on the hard drive. A type of cookie may be deployed if you use our Services. Cookies can make use of our site easier by saving your status and preferences upon visits to our site. Most browsers are initially set to accept cookies, but you may be able to change the settings to refuse cookies or to be alerted when cookies are being sent. Although you may have the ability to modify your browser and reject certain cookies, it may affect your use of our web site.

### **If You Do Not Wish to Disclose User Information**

If you use the Services, then you have voluntarily consented to the collection and use of your Personally Identifiable Information as described in this privacy policy and other written documentation provided to you regarding the Services. If you do not want us to use your information as described herein, please contact us at (435) 826-4211. However, without the use of your information, we may not be able to provide you the Services or the same quality of Services you request.

### **Update Personally Identifiable Information**

Your use of certain Services may permit you to update Personally Identifiable Information from our database by accessing our website. If you remove certain information from your account, we will only retain copies of such information as are necessary for us to comply with governmental orders, resolve disputes, troubleshoot problems, enforce any agreement you have entered into with us and as otherwise reasonably necessary.

### **How We Protect Your Information**

We employ and maintain technology and security measures designed to protect User Information. When you submit sensitive information via our website, that information is subject to a variety of protections both on-line and off-line, including password protected systems and firewalls. The on-line order form and e-bill payments will employ encryption technology to better protect the sensitive information that is transferred through the use of the website. However, no data transmission over the Internet can be guaranteed as 100% secure. As a result, while we strive to protect your User Information, we cannot ensure or warrant the security of any information you transmit to us or receive from us.

### **Control of Your Password**

To help secure User Information, we designed a password protected system. We will never ask for your password in an unsolicited phone call or in an unsolicited email. Except as specifically permitted by this privacy policy or other instructions regarding the Services, you should not, lend, give, or otherwise disclose any passwords to any unauthorized person, or permit any unauthorized person to use your accounts or related passwords.

If you are issued an initial password for any of our Services, it is recommended that you immediately change that password to one of your choosing. This will add another layer of protection to you.

Any loss of control of passwords may result in the loss of control over Personally Identifiable Information. You will be responsible for any actions taken on your behalf or any person using your password or user identification. If passwords have been compromised for any reason, then you should immediately change such password or notify us so that we may issue a new password.