

## Changes to this Privacy Policy

We reserve the right to change or update this Privacy Policy at any time. If we make a significant change with regard to our collection or use of your personally identifiable information we will notify you via mail. We will also post a copy of the updated policy on our website at [www.SkyBest.com](http://www.SkyBest.com). The link can be found on the Policy and Legal Center section of [www.SkyBest.com](http://www.SkyBest.com). We may take additional, reasonable steps to notify you about any new or revised policy. In most cases, we will attempt to notify you in some form within 30 days before the effective date of the change.

## Security of Customer Information

SkyBest Communications, Inc. values your privacy rights and we will take reasonable steps to protect customer information by using security technologies and procedures that limit access to our databases.

## Online credit card transactions

We protect the security of credit card transactions on the Internet by using a secure, encrypted Web server. We maintain credit card information collected during transactions in a secure database for fraud prevention and accounting and billing purposes. Your credit card information is not available to unauthorized parties while in these databases. Stored credit card transaction information is not released to third parties except in response to a subpoena or court order.

If you have questions about this policy or any other matter please visit our Web site at [www.SkyBest.com](http://www.SkyBest.com) or call customer service at 1-800-759-2226.

You can also visit one of our convenient customer service centers listed below.

**West Jefferson Smart Home**  
1060 Mount Jefferson Road  
West Jefferson, NC 28694  
336-877-1350 (Ashe)

**Sparta Customer Service Center**  
199 Grayson Street  
Sparta, NC 28675  
336-372-1350 (Alleghany)

**Boone Customer Center**  
217 Wilson Drive  
Boone, NC 28607  
828-963-1350 (Watauga)

**Banner Elk Customer Center**  
20 High Country Square, Hwy 184  
Banner Elk, NC 28604  
828-898-1350 (Avery)

**You can write us at:**  
PO Box 759  
West Jefferson, NC 28694

Our goal is to provide you with the high-quality picture and wide variety of channels and programming options that put you in control of your entertainment. Now, you can watch what you want, the way you want, with a view that's picture perfect! Thank you for choosing SkyBest TV. We appreciate your patronage.

**SkyBestTV**

**SkyBestTV**

PO Box 759  
West Jefferson, NC 28694  
1-800-759-2226  
[www.SkyBest.com](http://www.SkyBest.com)

## PRIVACY POLICY

Effective July 1, 2020

SkyBest Communications, Inc. values our customers' privacy rights. Enclosed you will find information explaining our privacy policy practices in the following areas:

- 1) The nature of the personally identifiable information we collect about you and the way such information is used.
- 2) The nature, frequency and purpose of any disclosure which may be made of such information including details of with whom the information may be shared.
- 3) The period of time for which we maintain such information.
- 4) The times and places at which you, the subscriber, may have access to such information.
- 5) Your rights to bring civil action in the event privacy rights are violated and your right to contest a request for personally identifiable information in the event that a governmental entity initiates a court proceeding to obtain the information.

# SkyBest TV Privacy Policy

## **1. The nature of the personally identifiable information we collect about you and the way such information is used.**

In providing television service to you, we obtain certain personally identifiable information, that is, information that identifies you individually (your information). Your information may include: name, service address, billing address, telephone number(s), social security number, driver's license number, date of birth, employer, premium service you have selected, demographic information, user ID(s), password(s), email address(es), correspondence and communications records. We maintain customer information concerning credit, billing and payment, maintenance and repair, equipment and services provided and other service-related functions.

It is our policy to collect only the personal information needed to provide the services we offer with the quality you desire and deserve. It is also our policy to keep that information secure and to retain it only as long as needed for our business relationship or as the law may require. We take reasonable steps to protect your information from unauthorized access.

We sometimes collect personal information for special reasons, such as in surveys or registering at our websites. In these instances, you will be notified before it is collected, told how it will be used and may elect not to participate.

## **2. The nature, frequency and purpose of disclosure which may be made of collected information including details of with whom the information may be shared.**

We consider your personally identifiable information confidential and use it only in providing television service to you. Your personally identifiable customer information is not shared with any third parties, with the exception of potential law enforcement requirements.\*

We may use aggregate information about our customers and their usage for a variety of purposes. Such aggregated information does not identify individual customers. We do not share aggregate information with third parties. It is solely used by SkyBest Communications, Inc. to help us determine other products or services that may be valuable to our customers.

As a further measure, you can affirmatively opt out of sharing such information and/or receiving marketing materials by emailing [cpni@skyline.org](mailto:cpni@skyline.org), writing to the return address on your billing statement, calling 1-800-759-2226 or by visiting one of our customer service centers.

**\*Legal requirements:** We may share customer information with third parties to meet legal requirements. For example, we may be asked to disclose certain customer information or personally identifiable viewing information in response to a subpoena or court order. In most cases where disclosure is being made pursuant to legal process, we will provide you with prior notice of such subpoena or court order so that you have the opportunity to contest the subpoena or court order.

## **3. The period of time for which we maintain such information.**

We maintain personally identifiable and aggregated information about you for as long as we provide television service to you. We may keep it longer depending on related business activities. After the information is no longer necessary for our business purposes we destroy it, unless there is an outstanding request or order to preserve the information.

## **4. The times and places at which you, the subscriber, may have access to such information.**

You may obtain access to any personally identifiable information we collect about you Monday through Friday from 8 a.m. to 5 p.m. by contacting a customer service representative. You can call us at 1-800-759-2226 or visit one of our customer service centers listed on the reverse side of this brochure. You may examine the information and notify us of any errors that need correction.

## **5. Your rights to bring civil action in the event privacy rights are violated and your right to contest a request for personally identifiable information in the event that a governmental entity initiates a court proceeding to obtain the information.**

The Communications Act, 47 U.S.C § 338(i), governs our practices concerning the collection and disclosure of personally identifiable information about you. If you believe that we have violated the provisions of the Communications Act, you may bring an action for damages, reasonable attorneys' fees, and costs.