

# Chariton Valley Privacy Policy

By using or accessing websites, applications, or services from Chariton Valley (“CV”), you are accepting the practices outlined in this Privacy Policy (“Policy”). Your usage indicates you have read and accepted our privacy policy. CV provides services that enables advanced video streaming, over our Member/Customers’ closed managed networks, via applications developed by CV or our Member/Customers for their End Users to access video programming on both company provided and customer owned devices while connected to the managed network. This Policy identifies and describes the way CV uses and protects the information we collect about our Member/Customers and their End Users. This Policy pertains to information collected only directly through areas indicated and does not apply to personal information collected from offline resources and communications (for instance, if you send us a postal letter or call us). Our Services, and our collection, use, and disclosure of your information is governed by U.S. law. Accordingly, our Policy applies to Users who are located in the U.S. when visiting the Website.

All use of CV’s App(s), products, and services, as well as visits to our website(s), are subject to this Policy.

## 1. THE INFORMATION WE COLLECT, HOW WE COLLECT IT, AND HOW WE USE IT.

We may collect different types of personal and other information based on your use of our websites, products, mobile applications, and services, or those of our Member/Customers, and our business relationship with you. Some examples include:

- *Contact Information* that allows us to communicate with you, including your name, address, telephone number, user's inventory of installed apps, user's screen recording and email address.
- *Billing information* related to your financial relationship with us, or with our Member/Customers, including your payment data, credit history, credit card number, Social Security numbers, security codes and service history.
- *Equipment, performance, CV website usage, viewing and other technical Information* about your use of our network, App(s), products, services, or Website(s). Chariton Valley collects and processes information provided directly by you when you install the App(s) and register for an account to use the App(s).

## 2. WE COLLECT INFORMATION IN THESE PRIMARY WAYS:

- You give it to us when you purchase or interact with us about a product or service we offer or provide to you or to our Member/Customers, with whom you have a business relationship.
- We collect it automatically when you visit our website(s) or use our products and services, including our mobile application(s).
- Data insights CV attains based on correlation and analytics of your information collected in providing the App, which may be used in aggregated and dis-aggregated formats or to obtain trend analytics, to provide the App; and
- Use of the above-described collected information in aggregated and dis-aggregated formats to enhance our current App or to provide App features.
- We may obtain it from other sources, such as credit agencies.

## 3. WE MAY USE THE INFORMATION WE COLLECT IN A VARIETY OF WAYS, INCLUDING TO:

- Provide you with the best customer experience possible.
- Provide the services or App(s) as described in the agreement and to respond to your questions.

- Communicate with you regarding service updates, offers and promotions.
- Deliver customized content and advertising that may be of interest to you with your permission.
- Address network integrity and security issues.
- Investigate, prevent, or take action regarding illegal activities, violations of our Terms of Service or Acceptable Use Policies, or those of our Member/Customers.
- Implement, improve, and/or enhance the App(s), including to make future releases available to you.
- Carry out CV obligations as described or authorized in the Agreement and this Privacy Policy.
- Enforce CV rights arising from the Agreement between you and CV; and
- Fulfill any other purpose authorized by you and reasonably required for the App(s).

#### 4. INFORMATION SHARING

a) **With our Member/Customers:** Subject to applicable legal restrictions, such as those that exist for Customer Proprietary Network Information (CPNI), CV may share your Personal Information with our Member/Customers to make sure your experience is as seamless as possible, and you have the full benefit of what CV and its Member/Customers have to offer.

b) **With non-Member/Customers that Perform Services for CV:** We share your Personal Information only with non-Member/Customers that perform services on our behalf, and only as necessary for them to perform those services.

- We require those non-Member/Customers to protect any Personal Information they may receive in a manner consistent with this policy.
- We do not provide Personal Information to non-Member/Customers for the marketing of their own products and services without your consent.

c) **In Other Circumstances:** We may provide Personal Information to other third parties for purposes such as:

- Responding to 911 calls and other emergencies.
- Complying with court orders and other legal process.
- To assist with identity verification, and to prevent fraud and identity theft.
- Enforcing our agreements and property rights.
- Obtaining payment for products and services that appear on your CV billing statements, or those of our Member/Customers, including the transfer or sale of delinquent accounts to third parties for collection.

d) **Anonymous & Aggregate Information:** We collect some information on an anonymous basis. We also may anonymize the personal information we collect about you.

- We obtain aggregate data by combining anonymous data that meet certain criteria into groups.
- When we employ third parties to anonymize or aggregate data on our behalf, the requirements for sharing Personal Information with non-Member/Customers who provide services apply.
- We may share aggregate or anonymous information in various formats with trusted third-party entities and may work with those entities to do research and provide products and services.

#### 5. LINKS TO OTHER WEBSITES

Our websites, products, and services may contain links to other websites. When you click on such links the privacy policies of the websites to which you are linked and/or their service provider (as applicable) will govern the use of your information collected on such sites. CV does not have access to or control over any technologies or practices that may be used by third parties.

This Policy applies solely to information collected by CV via its website, products, and services. We are not responsible for the privacy practices of other web sites. We encourage you to read the privacy statements of each website visited after leaving our website through such a link to learn how such third parties may treat your information.

## **6. CHILDREN**

Our websites, products, and services are not intended for children under the age of 13 years. CV does not knowingly collect or solicit Personal Information from anyone under the age of 13 or knowingly allow such persons to register for use of any of our products or services. In the event CV learns that we have collected Personal Information from a child under age 13 without verification of parental consent, we will delete such information as quickly as possible.

## **7. SAFEGUARDING YOUR INFORMATION: OUR POLICY ON DATA PROTECTION AND SECURITY**

- We do not sell your Personal Information to anyone for any purpose. Period.
- We maintain information about you in our business records while you are a customer, or until it is no longer needed for business, tax, or legal purposes.
- We have implemented encryption or other appropriate security controls to protect Personal Information when stored or transmitted by CV or our Member/Customers.
- We require third parties acting on our behalf to protect any Personal Information they may receive in a manner consistent with this Policy. We do not allow them to use such information for any other purpose.

## **8. CUSTOMER PRIVACY CONTROLS AND CHOICES**

- You can review and correct your Personal Information collected by us.
- You can limit certain types of solicitation communications from CV, including marketing contacts made via telephone, email, and text messaging.

## **9. CHANGES TO THIS PRIVACY POLICY**

- We may update our Policy from time to time. We will notify you of any changes by posting the new Policy on this page.
- We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the “effective date” at the top of this Policy.
- You are advised to review this Policy periodically for any changes. Changes to this Policy are effective when they are posted on this page.

## **10. CONTACT US**

If you have any questions about this Policy, the practices of the website(s) and or App(s), or your use of the website(s), please contact us at:

Chariton Valley  
1213 E. Briggs Drive  
Macon, MO 63552

Email: [customercare@cvalley.net](mailto:customercare@cvalley.net)