

General Privacy Statement

Golden West respects your privacy and observes the privacy rules established by the Federal Communications Commission, the SD Public Utility Commission and other telecommunications oversight agencies.

We will never sell your account information or provide details of your phone calls to other parties, unless required by law enforcement.

From time to time, however, we would like to notify you of additional products available outside the existing business relationship. For example, if you have our local voice service, you may be interested to learn about specials on our cable television service. However, you have the right under federal law to be excluded from these special notifications.

If it is acceptable to receive information about additional products and services, you need do nothing. If you prefer to be excluded from these notifications, call the business office by dialing 1-855-888-7777 or email us at info@goldenwest.com (please include your name and account number) we will contact you to confirm your opt-out from targeted notifications for two years. *Your Golden West service is not impacted by this notification.*

Cable Television

Golden West Cablevision collects certain personally identifiable information from each cable subscriber. This information consists of data such as the subscriber's name, address, and selection of cable services and programming. The information is collected and used for billing and other legitimate practices related to rendering cable and other services provided by Golden West Cablevision and to detect the unauthorized reception of cable communications. Golden West Cablevision does not utilize its cable system to gather any other types of personally identifiable information without the prior consent of the subscriber.

Personally identifiable subscriber information collection by Golden West Cablevision will be disclosed only under the following circumstances:

1. to cable system employees, agents and program suppliers when necessary to render cable or other services provided by Golden West Cablevision to the subscribers;
2. to debt collection agencies for the purpose of collecting money owed by a subscriber;
3. pursuant to a court order authorizing such disclosure; or

4. unless a subscriber has requested that such information not be disclosed, the subscriber's name and address may be disclosed for Golden West mailing list and similar purposes.

Golden West Cablevision will obtain consent before disclosing any other information.

Generally, personally identifiable information will be maintained by Golden West Cablevision for a period of two (2) years. After such time, if the purpose for which such information was collected has been accomplished, Golden West Cablevision will destroy the information.

As a subscriber, you may inspect any personally identifiable information collected by Golden West Cablevision and relating to you during normal business hours at the business office at the address set forth on your monthly billing statement. Please notify us in advance of your visit so that the information concerning you can be collected and made available for your inspection. You have the right to correct any error in such information.

The Cable Communications Policy Act of 1984 sets forth limitations on the personally identifiable information which can be collected and disclosed by cable operators such as Golden West Cablevision. Unless written or electronic consent is obtained, Golden West Cablevision cannot use its cable system to collect personally identifiable information other than information necessary to render its cable or other services, or information necessary to detect unauthorized reception of cable communications. Similarly, unless written or electronic consent is obtained Golden West Cablevision cannot disclose any personally identifiable information except when necessary, in connection with rendering a cable or other service; when required under a court order; or when disclosing lists containing the names and addresses of subscribers who have not objected to such disclosure. With respect to court orders seeking disclosure of personally identifiable information, Golden West Cablevision is required to notify the affected subscriber prior to releasing the information. In those cases where government entities attempt to obtain a court order requiring disclosure, the affected subscriber is entitled to notice of the court proceeding and an opportunity to contest the government entity's request in court. With respect to the disclosure of lists containing the names and addresses of subscribers you may exercise your right to prohibit the release of your name and address on these lists by notifying Golden West Cablevision of your desire to not have such information disclosed by writing a letter to **Golden West Cablevision at P.O. Box 411, Wall, SD 57790.**

As a subscriber, you can enforce the limitations imposed by the Cable Communications Policy Act of 1984 by bringing a civil action in federal district court.

Internet Service

Golden West affords full access to all lawful content, services, and applications available on the internet and does not routinely monitor, inspect or store the network activity and traffic of its internet access service users. Golden West does, however, reserve the right to monitor bandwidth, usage, data transmissions and content for purposes of protecting the integrity of its communications network and its internet access service through reasonable network management practices.

Golden West may collect equipment information to identify the equipment customer is using on the network, including but not limited to: equipment type; serial number; settings; configuration; and software. Golden West may also collect performance information to examine the operation of the equipment, services, and applications customers may use on the network, including but not limited to: IP addresses; URLs; data transmission rates; latencies; location information; security characteristics; and information about the amount of bandwidth and other network resources customers are using in connection with uploading, downloading or streaming data to and from the internet. This collection of or monitoring of network traffic, activity, performance information, and/or equipment information by Golden West is done solely for reasonable network management purposes. Similarly, Golden West does not distribute information on end user network activity and/or traffic information to any third-party entities for any non-network management purpose.

Golden West is required to comply with relevant federal and state laws, regulations, judicial orders, and legal governmental requests for information through subpoena, relating to information covered under this Privacy Policy, as well as other categories of information. Accordingly, any such information may be disclosed to other entities if Golden West determines, in its sole discretion, that the disclosure is required by law or is necessary to protect its interests or the interests of its customers. Golden West may also find it necessary to disclose any such information as part of any merger, acquisition, sale of company assets or transition of service to another service provider.

Disclaimers

This Internet Privacy Policy is not intended to affect, alter or otherwise supersede the legal status of joint efforts by broadband internet access service providers like Golden West and other service providers that are designed to curtail copyright infringement in response to information shared by copyright holders and/or their agents that is timely, effective, and is designed to accommodate the legitimate interests of service providers, copyright holders, and internet access end users.

Furthermore, neither the FCC's Internet Freedom Transparency rules nor this Privacy Policy are intended to prohibit or prevent Golden West from engaging in reasonable efforts to address the transfer of unlawful content or unlawful transfers of content over its communications network.

Mobile Application

Golden West collects and processes the information provided directly by you when you install the Application (App) and register for an account to use the App. Specifically, this information includes:

1. Your name, email address, location, user's phone or contact book data, user's inventory of installed apps, and user's screen recording;
2. Browser information and session cookies related to your access and use of the App;
3. Data insights Golden West 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
4. Use of the above-described collected information in aggregated and dis-aggregated formats to enhance our current App or to provide App features.

Golden West uses the information collected as described in this Privacy Policy, including personal information, to:

1. Provide you with the App as described in the Agreement;
2. Implement, improve and/or enhance the App, including to make future releases available to you;
3. Carry out Golden West obligations as described or authorized in the Agreement and this Privacy Policy;
4. Enforce Golden West rights arising from the Agreement between you and Golden West; and
5. Fulfill any other purpose authorized by you and reasonably required for the App.

Website and Social Media

Information Collected and Stored Automatically

Golden West's website automatically records certain information about your visit that does not identify you personally. This information is used to improve website

performance, enhance security, track operational problems, and provide aggregate reports on website usage.

Golden West may also use various cookies and tracking technologies to enhance your experience on our website. These include session cookies, persistent cookies, and other tracking technologies to help us analyze how users interact with our site. You can remove or block the use of web measurement and customization technologies by changing the setting of your browser to block cookies. Users can also manage cookie preferences by or by using browser extensions that respect "Do Not Track" signals. However, opting out of tracking may affect your ability to access the full functionality of the website.

Information That You Voluntarily Provide

If you choose to provide Golden West with personal information, that information is only used for the purposes you have authorized. An example would be an email address you have provided to Golden West to receive newsletters or notifications from Golden West.

Golden West does not give, sell, or rent personal information to third parties for affiliated or partner commercial marketing.

You can unsubscribe from our emails at any time by following the unsubscribe link provided in the email, or by contacting Golden West directly.

Social Media Interactions

Golden West engages with the public through third-party social media platforms such as Facebook, LinkedIn, Instagram, and YouTube. We encourage you to review the privacy policies of these platforms. When you interact with Golden West through social media, your interactions are governed by the privacy policies of the respective platforms:

- **Data Collection:** When you engage with Golden West's social media accounts, Golden West may collect publicly available information to understand user interests and enhance outreach efforts.
- **Third-Party Links:** Golden West's social media pages may contain links to external sites. Golden West is not responsible for the privacy practices or the content of these external sites. Golden West recommends reviewing the privacy policy of each website you visit.
- **User Interactions:** Any personal information you share publicly on social media platforms (e.g., comments, messages) may be visible to others. Please exercise caution when sharing personal information on social media.

Retention of Information

Golden West may retain electronically submitted information only as long as necessary to fulfill your request or as required by law. Web server logs and analytics data may be retained for statistical analysis, but no longer than administratively necessary. When information is no longer needed, we follow protocols to delete it permanently.

User Rights and Control

You may contact Golden West to request information or corrections to the personal information Golden West holds about you. You can opt out of certain data collection practices by disabling cookies or using the "Do Not Track" setting on your browser. Golden West respects and adheres to browser "Do Not Track" settings.

Other

Please read through our [Agreement for Non-Contractual Services](#), [Acceptable Use Policy](#), and [Network Management Policy](#) for more information.