



## TULLAHOMA UTILITIES BOARD

Electricity, Water, Wastewater  
Television, Internet, Telephone  
901 S. Jackson St.  
Tullahoma, TN 37388

931-455-4515

[www.tub.net](http://www.tub.net)



### **PRIVACY POLICY**

Tullahoma Utilities Board (TUB) respects and is committed to protecting your privacy. That is why TUB has adopted this Privacy Policy in regards to all TUB LightTUBE services. This Privacy Policy statement describes our collection, use, disclosure and retention of information about you, how you may review and correct errors to that information, and enforcement of your rights regarding personal information.

#### **COLLECTION OF SUBSCRIBER INFORMATION**

Personally identifiable information about our subscribers is collected as necessary in order to render the services, to detect unauthorized reception or use of the Service, and as disclosed in this Privacy Policy. In order to provide reliable, high-quality service to you, we keep regular business records containing information about you such as your name, address, e-mail address, telephone number, driver's license number, social security number, bank account number, credit card numbers, credit history and other similar information. We collect and maintain information about your account such as billing, payment and deposit history, maintenance and complaint information, and the service options you have chosen. In addition, we may combine personally identifiable information, which we collect as a part of our regular business records, with personally identifiable information obtained from third parties for the purpose of creating an enhanced database to use in marketing and other activities. We may maintain records of research concerning subscriber satisfaction and viewing habits, which are obtained from subscriber interviews and questionnaires. When you use interactive or other transactional television services (i.e., pay-per-view services), the cable system automatically collects information on your use of such services, including the programs you view or order.

We use this information to:

- Install, operate and maintain the service;
- Confirm you are receiving the level(s) of service requested and are properly billed;
- Identify you when changes are made to your account;
- Inform you of new products or services that may be of interest to you;
- Detect unauthorized reception of the service;
- Determine whether applicable policies and terms of service are being violated;

- Configure cable service-related devices;
- Comply with law;
- Maintain our accounting, tax and other records; and
- As otherwise necessary to provide the service or conduct a legitimate business related to service provided to subscribers.

### **DISCLOSURE OF INFORMATION**

Personally identifiable information will also be disclosed for other legitimate business activities related to the service including, for example:

- Billing and collections
- Administration
- Surveys
- Marketing
- Maintenance
- Fraud prevention

In addition, personally identifiable information about you will sometimes be disclosed to others (such as our employees, contractors and agents for our internal business purposes) as well as outside auditors, professional advisors, service providers, potential business transition partners, regulators and franchise authorities with or without your written consent if necessary to render the service or to conduct a legitimate business activity related to the service.

Although we make every reasonable effort to preserve your privacy as described in this Privacy Policy, we will disclose personally identifiable information about you without your consent when required to comply with a valid legal process such as a subpoena, court order or search warrant, for example. In such event, you will be notified before we respond if we are permitted to do so by law. Upon receipt of such notice you have the right to appear in court and, if the court order is sought by a governmental entity, to contest such entity's request for the release of your information. At such a proceeding, the Cable Act requires the governmental entity to offer clear and convincing evidence that the subject of the information sought would be material evidence in the prosecution of the case. Except in certain situations (such as with respect to those who owe, or are owed, welfare or child support) state welfare agencies may obtain the names, addresses, and certain other Customer information as it appears in LightTUBE's subscriber records under the authority of an administrative subpoena. We may also use or disclose personally identifiable information about you without your consent to protect our customers, employees, or property; in emergency situations; to enforce our rights in court or elsewhere.

We reserve the right to include information about you in collective or aggregate formats, such as ratings surveys and other statistical reports, which do not personally identify you, your particular viewing habits or the nature of any transaction you have made over the cable system.

Please note that Call ID blocking may not prevent the display of your name and/or telephone number when you dial certain business numbers, 911, 900 numbers or toll-free 800, 866, 877 or 888 numbers.

## **SECURITY**

We take reasonable security precautions to protect your personally identifiable information that we collect on the service from unauthorized access, use, and disclosure. For example, we store billing records on computers in a controlled and secure environment. However, we cannot guarantee that our security precautions will prevent every unauthorized attempt to access, use, or disclose your personally identifiable information.

## **MARKETING SERVICES**

From time to time your name and address might be disclosed for mailing lists in connection with the promotion of TUB LightTUBE products and services and other legitimate business activities. If you wish to remove your name from such lists or limit the use of your name and address at any time, please contact us, in person, in writing or by telephone at (931) 455-4515. TUB LightTUBE will not disclose your personal information for a third-party's marketing purposes.

Also, if you do not want to receive marketing messages (e.g., phone calls, emails, and direct mail) from TUB, you may call 455-4515 and make a request to have your privacy preferences updated. Please note that such a request will not eliminate all telephone calls, emails or direct mail sent to you from TUB as TUB may still continue to send non-marketing account-related messages to you.

## **RETENTION OF INFORMATION**

We will maintain most, if not all, of the personally identifiable information we have collected during the time you are a subscriber. We generally will destroy the information after a reasonable period of time has elapsed following the termination of your account with us, if the purpose for which such information was collected has been accomplished and we no longer need to retain the information for compliance with law, tax or other legitimate business activities.

## **RIGHT TO REVIEW AND CORRECT INFORMATION**

You may examine and copy (at your cost) any information we create relating to you at the TUB office, 901 South Jackson Street, Tullahoma, Tennessee, upon reasonable notice and during regular business hours. If you wish to inspect those records, please contact us by mail or telephone at (931) 455-4515, giving us a reasonable period of time to locate and, if necessary, prepare the information for review, and to arrange an appointment during regular business hours. You will be permitted to examine only records that contain information about you and no one else.

## **ENFORCEMENT**

You may enforce the limitations imposed on us by federal law with respect to the collection and disclosure of personally identifiable subscriber information about you through a civil action under federal law, in addition to other rights and remedies that may be available to you under federal or other applicable laws.

## **FREEDOM OF INFORMATION**

As a governmental entity, TUB may from time to time be required by state and federal law to disclose personally identifiable information about you as directed by state or federal law without your consent.

## **NOTICES AND CHANGES TO PRIVACY POLICY**

As required by federal law, we will notify you of our Privacy Policy annually. We reserve the right to modify this policy at any time. We will notify you of any material changes via written, electronic

or other means permitted by law. If you find the change unacceptable, you have the right to cancel service. If you continue to use the service following notice, we will consider that as acceptance of the change.