



## Customer Privacy Policy

As a customer of Jackson Energy Authority (“JEA”), you have a right to know what we do with your personal information. This Customer Privacy Policy (the “Notice”) describes our practices with respect to your “personally identifiable information” and certain other information and applies to JEA subscribers and their use of JEA’s cable, phone and Internet services, JEA’s applications and when you interact with us through our websites or social media accounts.

JEA takes the privacy of our customers very seriously. Section 631 of the Cable Communications Policy Act of 1984, as amended, (the “Cable Act”) provides certain protections to you, as a subscriber to JEA’s cable service or other services, and requires that JEA disclose to you the following:

- The limitations imposed on JEA in its collection and disclosure of personally identifiable information about you;
- The type of personally identifiable information we collect;
- How we use your personally identifiable information;
- Under what circumstances we may disclose your personally identifiable information and to whom;
- The period during which we maintain your personally identifiable information; and
- How you may access your personally identifiable information.

In addition, Section 222 of the Communications Act, as amended, provides privacy protections for certain information related to JEA’s telephone and broadband Internet access services:

- Information about the quantity, technical configuration, type, destination, location, and amount of your use of the phone and broadband Internet access service; and
- Information contained on your bill concerning the type of phone and broadband Internet access services and features you receive.

This information is known as customer proprietary network information (“CPNI”). This Notice includes JEA’s CPNI Policy and describes what CPNI information JEA obtains, how its protected, and how it may be used.

### PERSONALLY IDENTIFIABLE INFORMATION

To provide cable and other services to you, we obtain certain “personally identifiable information” (“your information”). Your information may include: name, address, telephone number, social security number, date of birth, driver’s license number, billing records, service maintenance and repair records, premium service subscription information, marketing information, demographic information, user IDs, passwords, email addresses, customer complaints, correspondence, and communications records. In providing our services, we may also collect information about your video equipment, computer hardware and software, modems, routers, settings, and other preferences to aid in customer support.

Except as indicated below under **Sharing Policy**, all personally identifiable information is used for the normal business purpose of offering and providing cable television service and other services to you. Only persons authorized by us may access this information. Persons authorized to access customer information include our employees and sales agents, billing and collections services, accountants, and other businesses that provide products and services to us. These persons may access customer information on a regular basis. We maintain certain customer information for as long as we provide service to a customer and for a commercially reasonable time thereafter. Other customer information is periodically destroyed.



## Customer Privacy Policy

**Sharing Policy** – Federal law prohibits the disclosure of your personally identifiable subscriber information without your consent. The following exceptions apply:

**Business activities.** We may disclose customer information in order to conduct a legitimate business activity related to providing cable service or other services.

**Unauthorized reception of cable service.** We may disclose customer information in order to detect unauthorized reception of our cable service.

**Names and addresses to third parties.** We may disclose names and addresses to third parties for purposes as mailing lists, charities, and direct mail marketing, unless you notify us in writing that you do not wish us to disclose it. You may write us with a nondisclosure request at any time to the return address on your billing statement, or by contacting us at [JEAContactUsWebsite@jaxenergy.com](mailto:JEAContactUsWebsite@jaxenergy.com). No such disclosure may reveal directly or indirectly the cable services you view or other transactions you make.

**Court order.** We must disclose personally identifiable information without your consent if we are required to do so by a court order. If we are served with a court order requiring disclosure, we will promptly inform you before releasing any information. You will then have an opportunity to contest the order.

**Law enforcement request.** We may also disclose personally identifiable information without your consent when requested by law enforcement under certain circumstances.

### CUSTOMER PROPRIETARY NETWORK INFORMATION

Customer Proprietary Network Information (“CPNI”) is personally identifiable information that we collect when we provide you with telephone or broadband Internet access services. CPNI typically consists of telephone numbers called by the subscriber along with the associated call duration and timing of those calls as well as call frequency and any call management services utilized by the customer. The FCC requires JEA to notify all subscribers of their rights to restrict the use of their CPNI. You have the right, and JEA has a duty, under federal law, to protect the confidentiality of your CPNI.

**Permitted use of CPNI.** CPNI can be used by JEA for certain purposes without your permission. JEA may use CPNI to offer you new or enhanced services that are related to the category of services to which you currently subscribe. JEA may also use CPNI to respond to your inquiry regarding services you currently use or related services JEA offers. In addition, JEA may use CPNI in connection with repair and maintenance services, billing and collection, and to protect company property and to prevent fraud.

**Prohibited use of CPNI.** Unless you specifically authorize its use, JEA may not use CPNI to market services unrelated to the services to which you currently subscribe. For example, JEA may not use CPNI to offer you any type of long-distance service unless you currently subscribe to their long-distance offerings. JEA may not share CPNI with any other company, including our affiliate companies, unless you are a customer of our affiliate.

**Additional information regarding your CPNI rights.** You have the right to deny or withdraw access to CPNI at any time or to instruct JEA to disclose CPNI to unaffiliated third parties upon submission of a written request. Any approval or denial for the use of CPNI outside of the service to which you subscribe to from the company is valid until you affirmatively revoke or limit such approval or denial. A denial of your approval will not affect the provision of any services to which you subscribe.

### ADDITIONAL PRIVACY PROVISIONS



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**JEA Applications.** When you download and use a JEA application (each individually an "App"), we may also automatically collect information about the devices you use to access the application or our services and the content you view. The information we may automatically collect depends on how you access the services and content and includes:

- Device information (e.g., device identifier, mobile device number, advertising identifier, MAC address, carrier, operating system, ISP, IP address);
- Usage data associated with how you interact with the App;
- Configuration data for any Wi-Fi-enabled device you may use to access the App;
- Information related to your Wi-Fi and cellular connections (e.g., data usage, network performance, signal strength, throughput, latency); and
- Location information, including precise geolocation information, such as your service address and the location of a device in which you have installed the App.

Our location-based features are based on the location of your JEA service account and the location, including the precise geolocation, of a device in which you have both installed an application (e.g., E+ Broadband TV) and have enabled location services. If you do not want the App to collect your device's precise geolocation, you can disable location services on your device using the device settings. Please note that location data, including precise geolocation, will be collected when your location service is enabled for this App when the App is running in the foreground, background, or even if you are not directly using the application depending on your device.

Some of the App's features are only available while you are on the JEA network or when connecting from your home Wi-Fi account. The App will use your IP address and other information to determine whether you are on or off the JEA network or connecting via your service account.

**JEA Websites.** When you visit or use JEA websites and applications, or interact with our social media accounts, we may collect information about your interactions within those websites, applications or accounts, including where you browse, what you search, and any purchases you make within them. We also may collect device information, including your IP address and information about your browser, operating system, platform type; demographic information through cookies, web beacons, and other tracking technologies; and information about the website that referred you to a JEA website, and the website to which we refer you when you leave a JEA website. The collection of this information, including IP addresses and the referring websites, is used for us to provide broadband service and for users to communicate with each other and with websites on the Internet.

**Children's Privacy.** Any websites provided by JEA are not directed at, nor intended for use by, children under the age of 13. We do not knowingly allow anyone under 18 to provide any personal information. Children should always get permission from a parent or guardian before sending personal information over the Internet. If you believe your child may have provided us with personal information, you can contact us at the return address on this notice or found on your monthly bill and we will delete the information. You can find more information about protecting children's privacy by contacting the FTC or viewing its website at <http://www.ftc.gov>.

**Child Pornography.** As a provider of an electronic communications service, we are required by law to report any evidence we may become aware of relating to violations of laws concerning child pornography.

**Customer Rights.** As a customer, you may review your personal information by contacting a customer support representative. We need a reasonable amount of time to collect the information and remove any references to other



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customers. You may request correction of any errors in personal information that we collect or maintain pertaining to you. You have the right under federal law to enforce your privacy rights concerning our collection, use, and sharing of your personally identifiable information through a civil action in federal district court.

### **COMMUNICATIONS PREFERENCES/OPT-OUT**

Subscribers who do not wish to receive marketing materials, phone calls, emails or direct mail may notify JEA at any time. You may also prohibit our permitted disclosure of your information to third parties under the Cable Act (except as otherwise required by legal process or applicable law) by notifying us in writing. You may opt-out of receiving marketing communications by telephone by notifying the calling party that you wish to opt-out or by following the automatic opt-out instructions on such a call. You may also opt-out of such calls by sending a request in writing to the address below.

### **WHAT COMMUNICATIONS WILL JEA SEND?**

Please be advised that your privacy policy election does not restrict JEA from initiating phone calls, emails, or other customer contact relative to non-marketing account-related matters.

### **CHANGES TO PRIVACY NOTICE**

JEA regularly updates this Notice as needed to reflect changes to its privacy policies. You can request additional and updated information at any time by contacting us at (731) 422-7500 or [JEAContactUsWebsite@jaxenergy.com](mailto:JEAContactUsWebsite@jaxenergy.com). We will also provide you with a copy of the current Notice at the time you subscribe to our service and each year that you continue to be a subscriber.

### **HOW DO I CONTACT JEA?**

If you have any questions regarding this privacy notice, or wish to contact us about your personal information, please contact us directly at:

Phone: (731) 422-7500

Email: [JEAContactUsWebsite@jaxenergy.com](mailto:JEAContactUsWebsite@jaxenergy.com)

Mail: Jackson Energy Authority

ATTN: Customer Service

P.O. Box 68

Jackson, TN 38302

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