

## **Spring Valley Telephone Company, Inc.**

**Date: December 1, 2023**

### **Privacy Policy**

The following is a description of Spring Valley Telephone Company, Inc. Privacy Policy for its Internet Access Services or subscribing to its video services or by visiting its website, you are consenting to the Company's information gathering and use practices as in effect from time to time. If you have any questions or concerns about this Privacy Policy as it applies to the Company's services, please do not hesitate to contact us via telephone at 715-778-4433.

### **Information Collection**

The Company collects information from subscribers at several different points as it provides the internet access or video services. The Company is the sole owner of the information it collects in the course of providing Internet access and video services.

The Company's website creates and uses "cookie" technology. "Cookies" are strings of text that a website stores on a user's computer. Cookies enable a website to keep track of a user's preferences and activities relating to that website.

### **Use of Information**

The Company uses information it obtains in the course of providing its services and from its website for the following purposes:

- Internal marketing and analysis to subscribers who have consented to the Company offering those services to them.

- order processing,

- to maintain and administer the services it provides,

- to satisfy legal requirements, including but not limited to responding to legal demands for information, and enforcing the Company's use policies; and,

- as appropriate in situations that the Company reasonably considers to be emergencies involving personal safety.

The Company will not sell, share, or rent Subscriber's information to others in ways other than as described in its Privacy Policy. We may share aggregated demographic information with the Company's service providers. This information is not linked to any personal information that can identify any individual person or entity.

### **Links and Other Non Company Sites**

This Privacy Policy applies solely to information collected by the Company from its provision of internet access services and video services and from its website. The Company's website may contain links to other sites. The Company may also host websites designed and used by others. The Company is not

responsible for the privacy practices of sites other than its own. The Company encourages subscribers to be aware when they leave the Company's site, and to read the privacy statements of each and every website that collects personally identifiable information.

### **Minors**

The Company's website and its information gathering in conjunction with the Company's other services are not intended to collect information about minors. Persons under age 18 should use this and the Company's video and internet access services, only with the supervision of a parent or guardian.

### **Security**

The Company takes commercially reasonable precautions to protect our user's information. When subscribers submit personal information via the internet or via the Company's website, the information is protected both online and off-line. All of our users' information is restricted in our offices. Only employees who need the information to perform a specific job (for example, a customer service representative) are granted access to personally identifiable information. All employees are kept up-to-date on the Company's security and privacy practices. The servers that the Company stores personally identifiable information on are kept in a secure environment. If you have any questions about security related to the Company's services, you can call our office at 715-778-4433 or email us at [svtelephoneco@svtel.net](mailto:svtelephoneco@svtel.net), or use postal mail to Spring Valley Telephone Company, Inc., PO Box 220, Spring Valley, WI 54767-0220.

### **Notice of Change**

If the Company decides to change this Privacy Policy, the Company may post those changes on this site so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.

Each subscriber has the right to review all personally identifiable information regarding the subscriber that is collected and maintained by the Company. That information will be made available to a subscriber at the Company's office at S131 McKay Avenue, Spring Valley, WI 54767 during regular business hours, upon the subscriber's request. Subscribers will be given a reasonable opportunity to correct any errors in the personally identifiable information the Company has collected concerning that subscriber.

The Company retains personally identifiable information only for as long as it is needed for the Company's business purposes. The Company is required to destroy personally identifiable information if it is no longer necessary for the purpose for which it was collected and there are no pending requests or orders for access to that information by the subscriber or pursuant to a court order.

Any person aggrieved by the Company's violation of the Privacy Act may bring a civil action in the United States District Court for actual and punitive damages, and reasonable attorney fees and other reasonably incurred litigation costs. This remedy is in addition to any other lawful remedy available under federal or state law.

## **Privacy**

The Company treats email messages as private. Exceptions are those permitted by law, including, or example (I) as necessary to operate the system or protect the Company's rights or property; (II) upon legal demand or court orders, warrants, subpoenas); or (III) where the Company received information inadvertently which appears to pertain to the commission of a crime. Subscribers should be aware that electronic messages may be intercepted lawfully or unlawfully outside of the Company's system. In addition, although the Company has implemented certain security measures, the Company cannot guarantee that its system or stored data of a subscriber will be free from unauthorized intrusion or otherwise guarantee the privacy of information of any subscriber. Subscriber consents to the Company's collection and use of personal information collected in the course of the Company's providing services to subscriber. The Company's collection and use of subscriber's personal information is subject to the terms of the Company's privacy policy as posted on its website at [www.svtel.net](http://www.svtel.net).

## **Interpretation and Enforcement**

Subscriber agrees that exclusive jurisdiction for any claim or dispute arising from use of the Company's service resides in the courts located in the State of Wisconsin. Subscriber consents to the personal jurisdiction of the courts located in Wisconsin, as to any claim or dispute arising from use of the Company's service. These Terms of Service supersede all other written or oral communications or agreements with regard to the subject matter. A waiver of modification of these Terms of Service shall only be effective if in writing signed by an authorized officer of the Company. These Terms of Service shall be governed by and interpreted in accordance with the laws of the State of Wisconsin without regard to conflict of law principles. If any provision of these Terms of Service is found to be unenforceable or invalid, the remaining provisions shall be enforceable and valid to the greatest extent permitted by law. These Terms of Service apply in addition to any Internet access service or web hosting agreement between the Company and the subscriber.