



- Use Policy – We consider any PII we receive about you to be confidential, and it is our policy to use it only in providing our websites and services – from sales and installation, to operations, administration, advertising, marketing, support, network provision, maintenance, communications with you, billing, collection and similar ways. We may also use such information in dealing with fraud and unauthorized use of our services. HDS may associate personal account information with data from third parties about you or similar persons to better predict your product and service preferences for use in programming, advertising transactions and to market our services to you.
- Aggregate Information – We use aggregate information about our customers and website visitors for a variety of purposes. Such aggregate information does not identify individual customers. We may share such aggregate and related demographic information with third parties.
- Retention Policy – HDS may retain personal customer information in its regular business records as long as someone is a customer or until no longer needed for business or legal purposes.
- Sharing Policy – It is our overall policy not to disclose to others outside of HDS and our affiliates, vendors and business partners any PII about our customers without their prior consent. We do not sell or provide your personal information to parties unconnected with the services we provide without your permission.
- Special Exceptions – We reserve the right to disclose PII in our possession if we have a good faith belief that it is necessary to: (1) comply with the law or legal process served on us; (2) protect and defend our rights or property or those of others; (3) respond to fraud, abuse or unauthorized use of our services; (4) enforce our Website Visitors' Agreement and Terms of Use, our Acceptable Use Policy or related standards; or (5) act in an emergency to protect your safety or that of another. We may also share information if we sell or transfer all or a portion of our business operations, merge or combine with another organization.
- Third Parties – We sometimes use affiliates, vendors or third party partners' in association with this website and may provide PII about users for such purposes. In providing such information, we require that the outside party maintain at least the same level of confidentiality that we maintain for such information. In addition, any use by the vendor or third party may not exceed that needed to provide its service.
- Internet Communications – Unless addressed to us, we do not read email messages, instant messages, online chats, or the content of other online communications. We may, however, retain and provide such communications if we are legally required to do so. Incoming and outgoing email messages are generally scanned electronically to identify and filter out likely spam and for viruses or related problems that could harm your equipment, the network or other users.

#### Law Enforcement

- Legal Requirements – We regularly receive legal requests for customer information from government and law enforcement personnel. We also receive discovery requests in civil litigation. In all such cases, our policy is to cooperate as required by law, but to provide only such information as the law requires. This information is generally sought by subpoena served on HDS. Under current law, many criminal subpoenas require that we not disclose or notify you of the request. Due to this fact and the volume of requests we receive, we cannot assume any duty to notify you of receipt of any legal requests.

The law does permit us to disclose to law enforcement, voluntarily and without prior notice, customer information, including the contents of communications, if we reasonably believe that an emergency involving immediate danger of death or serious physical injury requires such disclosure without delay.

#### Internet Security

- Taking Proper Precautions – Maintaining the security of your own personal computer is an important part of protecting your own privacy and of helping us protect our network and our customers' service. You should use and update regularly your antivirus software, firewall and your operating system to prevent unauthorized access by others and harm from various forms of viruses. Persons with questionable intent may use the Internet or email to pose as someone you trust or do business with. You should always be sure who you are dealing with before responding with personal information. To avoid all these and other forms of attacks, we encourage you to visit our website at <http://www.hdvideo.solutions> or the Federal Trade Commission ("FTC") for updates and tips on protecting yourself. HDS or its Abuse/Customer Security Department may take protective action related to your service or contact you directly with information from time-to-time to help with this effort.
- Personal Information – We use "Secure Socket Layer" encryption technology when collecting certain personal information through our websites. You can identify the use of such protection by looking for "https" in the Internet URL or page address or a closed lock symbol if you are using Internet Explorer. We protect PII found in our most sensitive databases in encrypted formats within controlled and secure environments with restricted access. While we attempt to ensure the integrity and security of our network and computer systems, we cannot guarantee that our security measures will prevent unauthorized access.

### Spam

HDS works hard to prevent and to block spam and we encourage your help by preventing unauthorized access to your computer. The law permits companies like HDS to use email to send transactional or relationship messages, such as in confirming that a service has been established or providing information regarding changes in service. If you prefer, you may opt-out of marketing messages we may send by notifying us in response to any you may receive.

### Children's Privacy

Our websites are not directed at, or intended for use by, children under the age of 13. We do not knowingly allow anyone under 18 to provide any personal information on our websites. 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 [privacy@hdvideo.solutions](mailto:privacy@hdvideo.solutions) 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>.

### Customer Access to Information

If you are a customer of HDS, you can check the accuracy of some of your account information by contacting a Customer Care representative. For more information, see Your Privacy Rights as a HDS Customer.

### Your Enforcement Rights

You have the right to enforce your legal privacy rights concerning our collection, use and sharing of your PII. Among your remedies is the right to seek relief in a civil action filed under federal law.

### Changes in Policy

Developments in the Internet, the law, our offerings and websites may cause us to change this Online Privacy Policy from time to time. Any such changes will be prospective and will not affect information collected prior to the change in policy.

### How to Contact Us

For any questions regarding this Policy, please contact us at one of the following:

- Email: [privacy@hdvideo.solutions](mailto:privacy@hdvideo.solutions)
- Phone: (865) 441-6039
- U.S. Mail: P.O. Box 793, Vonore, TN 37885

