

1. West River Cable Television 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 West River Cable Television and to detect the unauthorized reception of cable communications. West River Cable Television does not utilize its cable system to gather any other types of personally identifiable information without the prior consent of the subscriber.
2. Personally identifiable subscriber information collection by West River Cable Television 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 West River Cable Television 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 mailing list and similar purposes.

West River Cable Television will obtain consent before disclosing any other information.

3. Generally, personally identifiable information will be maintained by West River Cable Television for a period of two (2) years. After such time, if the purpose for which such information was collected has been accomplished, West River Cable Television will destroy the information.
4. As a subscriber, you may inspect any personally identifiable information collected by West River Cable Television 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.
5. 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 West River Cable Television. Unless written or electronic consent is obtained, West River Cable Television 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 West River Cable Television 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, West River Cable Television 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 West River Cable Television of your desire to not have such information disclosed by writing a letter to West River Cable Television at P.O. Box 39, Bison, SD 57620.

6. 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.