

ECFiber Privacy Policy
California Residents can learn more about their privacy rights [here.](#)

ECFiber Privacy Policy
And Your California Privacy Rights

Effective Date: September 1, 2021

East Central Vermont Telecommunications District dba ECFiber (“ECFiber,” “us,” “we,” or “our”) values the privacy and security of customer Personal Information. This Privacy Policy describes the types of customer Personal Information collected, used, disclosed, retained, secured and disposed by us. This Privacy Policy applies to visitors and users of ECFiber’s website, Customer Portal, Billing Portal and other applications (together the “Site”), and current and former residential and commercial/business customers of our high-speed internet access services and VoIP services (individually, “Service” and collectively, “Services”) residing in the United States. All such visitors, users, applicants, current and former residential and commercial/business customers are collectively, “Customers” “you,” “your.”

Any capitalized terms used herein shall have the same meaning as defined in the ECFiber Subscriber Agreement and Terms of Service.

By using ECFiber’s Site and Services, Customers consent to the data practices described in this Privacy Policy regarding the collection, use, disclosure, and disposal of your Personal Information. ECFiber’s Site and Services are designed and targeted to United States audiences and are governed by and operated in accordance with the laws of the U.S. If Customer is not a U.S. citizen or does not reside in the U.S., Customer voluntarily consents to the collection, transfer, use, disclosure and retention of Customer Personal Information in the U.S. Customer also agrees to waive any claims that may arise under Customer’s own national laws.

YOUR CALIFORNIA PRIVACY RIGHTS

For information regarding a California resident’s rights under the Shine the Light Act and other California privacy laws, if applicable, please see the separate California Privacy Statement [here](#) .

1. GENERAL INFORMATION

When Customer uses the Service, the Personal Information that the Customer sends and receives will be transmitted using fiber and could be subject to interception by unauthorized third parties. While it is ECFiber’s objective to take reasonable measures to reduce the risk that unauthorized third parties will intercept the information Customer sends and receives through the Service, ECFiber cannot and does not make any guarantee that transmissions over the Internet are 100% secure or error-free.

ECFiber does not knowingly collect, solicit or use Personal Information from anyone under the age of 13. If Customer is under age 13, please do not attempt to register for the Services or send any Personal Information about yourself to ECFiber. If ECFiber learns that ECFiber has collected Personal Information from a child under age 13, ECFiber will delete that information as quickly as possible to the extent technically feasible. If Customer believes that its child under age 13 may have provided ECFiber Personal Information, please contact ECFiber at Support@ECFiber.net.

2. WHAT TYPES OF INFORMATION DO WE COLLECT AND HOW DO WE USE THIS INFORMATION?

Generally, Personal Information is information Customer provides to ECFiber voluntarily or passively through Customer's use of the Services and/or Site, that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. For the purposes of this Privacy Policy, we also define Personal Information to include such information related to our commercial/business Customers and their end users.

The following are the different ways and reasons we collect Customer Personal Information:

Registration process, billing, and administration: Customer name, email address, phone number (wired), billing address and billing information (such as credit card account number or other financial account information), service address, and the nature of any of Customer devices or other property making use of the Service. Personal Information also includes Customer proprietary network information ("CPNI") which is collected and used to provide VoIP services. CPNI includes any information that relates to the quantity, technical configuration, type, destination, location, and amount of use of our VoIP service, such as call detail, logs, and specifics regarding your VoIP account. Please note that by law, CPNI does not include a customer's name, postal address, or telephone number. We will also use this same Personal Information for the installation, troubleshooting, maintenance of the Services, and servicing of equipment.

Social Network Platforms: ECFiber has a presence on social media platforms (Facebook, Twitter, Instagram, etc.) and Customers voluntarily view, sign up to follow, or otherwise engage with our social media at their own level of interest. Customers on our social media platforms are governed by the privacy policy of the specific platform. ECFiber may obtain, transport or merge Personal Information posted publicly on social media platforms, however, we will not share any such Personal Information with any third party, except as otherwise noted in this Privacy Policy. Occasionally a Customer may enter into their ECFiber account identifying information on social media, sometimes to alert or inquire about service questions or service interruptions. In these cases, ECFiber will engage with the Customer using direct messages or by directing them to our

Site, support and/or customer service department. ECFiber is not responsible for Personal Information that is publicly disclosed on social media platforms.

Some forms of information as described below will be classified as Personal Information if required by applicable law or when such information is directly associated with or reasonably linked to a specific person, computer or device, or is combined with other forms of Personal Information.

Website Information, Use of Cookies and other Similar Tracking Technology:

When you visit ECFiber’s Site, ECFiber will collect information on ECFiber server logs from Customer’s browser or device, which may include Customer IP address, unique device identifier, “cookie” information, the type of browser and/or device you’re using to access the Service, and the page or feature Customer requested. Cookies” and “web beacons” are text file identifiers ECFiber transfers to Customer’s browser or device that allow ECFiber to recognize Customer’s browser or device and tell ECFiber how and when pages and features on the ECFiber website are visited, by how many people, and other activity on the website. Customer can change the preferences on Customer’s browser or device to prevent or limit Customer’s device’s acceptance of cookies, web beacons or other similar technology, but this may prevent Customer from taking advantage of some of the features on the ECFiber website, or accessing certain functions and conveniences. If Customer clicks on a link to a third party website or service, such third party may also transmit cookies to Customer. Again, this Privacy Policy does not cover the use of cookies or other such tracking technology by any third parties, and ECFiber is not responsible for their privacy policies and practices. ECFiber also uses Personal Information and Non-Personal Information to enhance the ECFiber website and ECFiber Service offerings. For example, such information can tell ECFiber how often visitors use a particular feature of the ECFiber website and which products and services are most interesting to current and potential customers, and ECFiber can use that knowledge to make the website useful and interesting to as many users as possible and to enhance and refine ECFiber’s Service offerings. ECFiber will continue to conduct analytics on ECFiber website performance; Customer may not opt-out of this use of cookies or other Personal Information or Non-Personal Information. Technology is improving every day and to improve ECFiber’s Services’ operation and function ECFiber may introduce new technologies and monitoring techniques without advance notice or consent from Customer. ECFiber may also use third party providers to conduct such internal analyses.

Network Information: ECFiber also collects Network Information, information about Customer access to, and use of, the ECFiber Network, which may or may not be directly associated with or reasonably linked to a specific person, computer or device. For example, ECFiber may collect information about the performance of the Provider Equipment installed on Customer property or at Customer premises, when Customer is using the Service, the various devices Customer is using to access the Service, the amount of data Customer is transmitting and receiving, and any other information that is transmitted over the ECFiber Network. ECFiber may also aggregate

Network Information from multiple customers and ECFiber will share such aggregated Non-Personal information about the overall performance of the ECFiber Service and the ECFiber network with third parties. Aggregated information does not identify a specific individual, computer or device. We use Network Information to monitor and enhance the performance of the ECFiber network. ECFiber will not monitor the content of the websites viewed or email communications as part of ECFiber's standard network management.

Generally, ECFiber will only monitor and preserve the following Network Information:

- When Customer is using the Service;
- The amount of data Customer is transmitting and receiving through the Service; and
- General information regarding the performance of the Provider Equipment installed on Customer's property or at Customer's premises, and its interaction with the rest of ECFiber's network.

However, ECFiber reserves the right to, and may, monitor, access, review and preserve any Network Information and/or content in the following situations:

- In response to an inquiry from Customer or an another Authorized User on Customer's account regarding Customer or their use of the Service or problems Customer or they are experiencing using the Service;
- If ECFiber has reason to believe Customer is using the Service in violation of Customer's Subscriber Agreement and Terms of Service or any applicable statutes, rules, ordinances or regulations;
- If ECFiber has reason to believe Customer use of the Service is negatively affecting other Customers; or
- When ECFiber is required by law or legal process to do so, or when ECFiber has good faith belief that ECFiber is required by law or legal process to do so.

3. IS PERSONAL INFORMATION USED FOR MARKETING AND ADVERTISING PURPOSES?

ECFiber will use Customer Personal Information to send marketing and advertising messages related to our own Services and Site using Customer's email address, postal address, or telephone number (for voice, texts, automated and pre-recorded calls).

ECFiber may deliver a marketing or advertising message based on Customer visits to ECFiber website, which will be general advertising or "Contextual Advertising," which is advertising based on the subject matter or the content of the specific website page or subject matter. ECFiber may also send Customer "First Party Advertising," which is advertising or marketing that is customized or personalized based on a history of Customer's use of our

Services (possibly combined with information from our Facebook fan page or other social network platforms). First Party Advertising is based solely on a combination of information ECFiber collects from Customer – not from Customer’s visits to other websites across the Internet. ECFiber may use CPNI for its own First Party Advertising for products/services a Customer has already purchased. We will need your consent before using CPNI for marketing or advertising unrelated services. Customer may opt-out of First Party Advertising but not Contextual Advertising. No Personal Information is used to deliver Contextual Advertising; it automatically will appear based on the content or webpage Customer is viewing. And Customer may continue to receive general advertising if Customer opts-out of First Party Advertising, it will not be customized or personalized for Customer.

ECFiber does not provide third party “Network Advertising,” which is advertising based on Customer’s overall Internet usage across different third party websites or online services. Multiple third party websites and online services are involved in this tailored or personalized advertising process, in essence a “network” of advertising providers. Because ECFiber does not provide network ads, ECFiber does not recognize the “Do Not Track” settings on various Internet browsers. ECFiber does not engage or allow third parties to track you across the Internet and across time for advertising purposes.

4. LINKS TO THIRD PARTY WEBSITES AND SERVICES

The ECFiber Site and/or our Facebook Pages (or other social networking platforms) may contain a variety of content and functionality and may provide links to other third party websites or online services. Despite such links, this Privacy Policy applies only to ECFiber. The presence of a link does not constitute or imply ECFiber’s endorsement, recommendation, or sponsorship of the content, goods, services, business or privacy practices on such websites or online services. ECFiber encourages Customers to be aware and informed when Customers leave ECFiber’s Site and ECFiber’s Facebook Pages, or any other social networking platforms.

5. DO WE DISCLOSE CUSTOMER PERSONAL INFORMATION TO THIRD PARTIES?

Customer’s Personal Information will only be disclosed to third parties as listed in this Privacy Policy, and if ECFiber has received your consent at the time ECFiber collects your Personal Information or prior to the disclosure of any Personal Information. ECFiber reserves the right to fully use, disclose and process any non-Personal Information collected from Customer in any manner as well as any information Customer makes public via ECFiber Services or Site.

- **To Our Operational Service Providers:** ECFiber contracts with other companies and people to perform tasks or services on ECFiber’s behalf and need to share Customer Personal Information to provide products or services to Customers. For example, ECFiber may use a payment processing company to receive and process

Customer's ACH or credit card transactions for ECFiber, or ECFiber may contract with third parties to assist ECFiber in optimizing ECFiber's network, installing services and/or responding to Customer service questions. Unless ECFiber tells Customer differently, ECFiber does not grant its Operational Service Providers any right to use the Personal Information ECFiber shares with them beyond what is necessary to assist ECFiber.

- **For Business Transfers/Restructuring:** ECFiber may choose to buy or sell municipal assets, or ECFiber may sell municipal assets. In these types of transactions, customer Personal Information is typically one of the municipal assets that would be disclosed and transferred. Also, if ECFiber's municipal assets are acquired, or ECFiber ceases Services, enters bankruptcy, or goes through some other change of control, including restructuring, re-organization or financing arrangements, Personal Information could be one of the municipal assets disclosed, transferred to or acquired by a third party.
- **For Protection of ECFiber, and Our Officers/Directors, Operational Service Providers, Users and Customers and Public Safety:** ECFiber reserves the right to access, read, preserve, and disclose any Personal Information ECFiber has access to if ECFiber believes doing so will implement and/or enforce the ECFiber Subscriber Agreement and Terms of Service, Privacy Policy or any legal document; protect our Network(s), website(s), and municipal assets; protect the interests, rights, property, and/or safety of ECFiber, officers/directors, Operational Service Providers, Customers, agents, representatives, third party licensors or suppliers, or the general public.
- **When Required by Law or in Response to Legal Process:** ECFiber reserves the right to access, read, preserve, and disclose any Personal Information when ECFiber is required by law or legal process to do so, or if ECFiber has a good faith belief that ECFiber is required by law or legal process to do so.

6. HOW DO WE PROTECT CUSTOMER PERSONAL INFORMATION?

ECFiber endeavors to protect the privacy of Customer's account and other Personal Information using reasonable administrative, technical and physical security measures. However, ECFiber cannot and do not guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of Personal Information at any time. Customer's account is protected by a User ID and password for Customer's privacy and security. It is Customer's responsibility to prevent unauthorized access to Customer's account and Personal Information by selecting and protecting Customer password and/or other sign-on mechanism appropriately and limiting access to Customer computer, tablet or device and browser by signing off after Customer has finished accessing Customer's account. Customer is required to notify us immediately if Customer's password or account has been disclosed to a person whose name does not appear on Customer's account, even if you have allowed such

disclosure. Customer understands, acknowledges and agrees that Customer is solely responsible for any use of ECFiber Services via Customer's username and password.

Additionally, if Customer contacts ECFiber via Site, telephone or in person, ECFiber will ask Customer for verification of Customer's identification and account. Customers seeking access to Personal Information over the telephone must first provide ECFiber with a password that was assigned or created without the use of any readily available biographical information. If Customer is unable to provide the correct password, ECFiber may still disclose Personal Information, but must provide the information only by sending it to Customer's physical address on file or by calling Customer on the telephone number on file. ECFiber may discuss Personal Information with a Customer without a password on a Customer-initiated phone call, but only if Customer discloses call detail information unprompted and without ECFiber Networks' assistance. Customers may access Personal Information in-person at an ECFiber office, however, Customers are required to provide a valid photo ID before ECFiber may disclose Personal Information.

ECFiber will not send an email or text, nor should Customer respond to any email or text communications asking for any sensitive or confidential Personal Information, such as social security number, bank account or credit card account number, or a driver's license number. If Customer receives an email or text requesting any such information from ECFiber or someone that claims they are with ECFiber please contact our Privacy Administrator immediately: Compliance@ecfiber.net]. For ECFiber's IT Support Services as detailed in our Subscriber Agreement and Terms of Service, the code that allows ECFiber to access Customer's computer desktop to help your resolve technical problems is limited only for that specific session. ECFiber is not able to access Customer's Computer without Customer's knowledge, affirmative consent and involvement.

7. WHAT DISCLOSURE CHOICES DO CUSTOMERS HAVE?

Customer can always choose not to disclose Personal Information to ECFiber; however, certain Personal Information is necessary for ECFiber to provide the Service to Customer. Customer may opt out of sharing Personal Information only for marketing or advertising purposes, but not for business or operational purposes. Customer may opt out of email marketing and advertising from ECFiber using the "Unsubscribe" mechanism in each email. Before ECFiber sends Customer a text for any reason, or sends Customer a pre-recorded call that contains advertising or marketing information, ECFiber will secure Customer's prior written express consent, which can be given via a voice recording, email, text message, postal mail, or telephone key press. Non-telemarketing pre-recorded calls do not require Customer's prior express consent in writing, unless they are sent to a wireless device. Customer understands, acknowledges and agrees that such texts and pre-recorded telemarketing calls may be sent using an autodialer and are not conditioned on your purchase of the Service. Customer may opt out of receiving text messages any time by replying "STOP" or "UNSUBSCRIBE" to the text message.

Customer may opt out of receiving pre-recorded calls by the opt-out instructions in the call. Customer can also request to be added to ECFiber's-specific Do Not Call list to opt-out of advertising and marketing calls of all types. However, Customer will continue to receive calls related to debt-collection and Customer's current Service. Customer may also opt-out of First Party Advertising, but not Contextual Advertising, as detailed in the "Use of Personal Information for Marketing or Advertising Purposes" section above. Customer may not opt out of ECFiber's use of cookies or other similar technology, or use of Customer's Personal Information and Non-Personal Information for ECFiber's internal analytics used to monitor activity on ECFiber's website, measure ECFiber's Service performance, or to operate and protect the ECFiber Network.

8. WHAT PERSONAL INFORMATION CAN CUSTOMERS ACCESS, MODIFY AND/OR DELETE?

Generally, Customer may access the following Personal Information in Customer's account:

- Full name
- Username and password
- Email address
- Telephone number; and
- Billing and Service address
- Account and billing information

By contacting ECFiber at Support@ECFiber.net or through any online access portal and/or via telephone, ECFiber may enable Customers to view, access and modify Customer account settings, and in some cases, edit or delete the Personal Information listed above. ECFiber will retain historic email, billing and/or Service addresses for security and verification purposes and Customers may not delete such information even after the subscription expires or terminates.

Existing Customers may not delete any Personal Information because such information is necessary to provide and bill for the Services; Customers may only update or modify the following Personal Information: Full name, Username and password, email address, telephone number, and billing and service address.

ECFiber may use any aggregated data derived from Customer's Personal Information but not in a manner that would identify Customer personally. ECFiber may also maintain Personal Information regarding Customer and Customer's use of the Service after Customer is no longer a ECFiber customer as required by ECFiber's business practices, by law, and/or tax reporting purposes. The information Customer can view, update, and delete may also change if required by law. If Customer has any questions about viewing or updating information ECFiber has on file about Customer, please contact ECFiber at Support @ECFiber.net.

9. WILL THIS PRIVACY POLICY EVER CHANGE?

Yes, ECFiber is constantly working to improve the Service, so ECFiber will need to update this Privacy Policy from time to time as ECFiber's business practices change and service offerings increase, and/or there are changes in local, state or federal laws. Additionally, ECFiber will also make stylistic, organizational and/or grammatical changes to present ECFiber privacy practices in a user friendly, easy to read manner. ECFiber will alert Customers to any such changes by placing a notice on ECFiber's Site and App with the effective date of the revised Privacy Policy, and/or by sending Customers an email, or by some other means to the extent required by law. Please note that if Customers have not provided ECFiber with Customer's email address or Customer has not updated Customer contact information, those legal notices will still govern Customer use of the Service, and Customer is still responsible for reading and understanding all notices posted on ECFiber's website. Customer's continued use of the Service or website after notice of any changes have been provided will indicate Customer's acceptance of such changes, except where further steps are required by applicable law.

Use of Customer's Personal Information is primarily governed by the Privacy Policy in effect at the time Customer subscribed to the Service or visited the ECFiber website. If ECFiber elects to use or to disclose Personal Information that identifies ECFiber as an individual in a manner that is materially different than that stated in the Privacy Policy in effect at the time you subscribed to the Service or visited the ECFiber Site, ECFiber will provide Customer with an opportunity to consent to such use or disclosure. Depending on the circumstances, that consent may include an opt-out.

10. WHAT IF YOU HAVE QUESTIONS OR COMMENTS ABOUT THIS PRIVACY POLICY?

If you have any questions or concerns regarding ECFiber's privacy practices and policies, please contact ECFiber at Support@ECFiber.net, by accessing customer service through our web site or by calling customer service at 802-763-2262. You may also direct your privacy-related comments or questions to the address below:

Marketing ECFiber

415 Waterman Rd Royalton, VT 05068.

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ECFIBER
CALIFORNIA PRIVACY STATEMENT

Your California Privacy Rights

Generally, California residents are entitled by law to ask ECFiber for a notice identifying the categories of Personal Information that ECFiber has shared and/or other third parties for their marketing purposes the preceding year, and provide contact information for such third parties unless ECFiber meets certain exceptions in the law. This Privacy Policy and Site meet those exceptions. Additionally, ECFiber does not share Customer Information with third parties for their own marketing purposes. Therefore, a Customer residing in California with an established business relationship with ECFiber, does not need information about ECFiber's opt-out and opt-in policies of sharing Customer Personal Information with other companies for their marketing purposes. If you have questions regarding our policy, Customers residing in California must send a written request via email or postal mail following the instructions below. **ECFiber will not accept requests via the telephone or facsimile or respond to requests that are not labeled or sent properly, or do not have complete information.**

- For all requests, include Customer's full name, street address, city, state and zip code.

In an email request, Customer must state "**Re: Your California Privacy Rights**" in the subject line and send Customer email to Support@ECFiber.net
<https://www.ecfiber.net/internet-issue-support-form/>

- In a postal request, Customer must send a letter or post card to:
ECFiber 415 Waterman Rd Royalton, VT 05068
Attention: Your California Privacy Rights

[END CALIFORNIA SECTION]