



## **White River Connect, LLC Privacy Policy**

White River Connect, LLC (Connect) is committed to respecting and protecting our customers' privacy. Connect obtains and uses customer information for business purposes only and to enable Connect to provide its customers with the best service possible. Please review this Privacy Policy to better understand how we collect information, how that information is used, and your options as to the collection and use of your information. This Privacy Policy is applicable to Connect's customers and visitors to its website and is intended to provide information regarding Connect's methods for collecting and use of the information.

### **What Types of Information Does Connect Collect?**

Whether you are communicating with Connect or using its services, Connect may collect both personal and non-personal information. "Personal Information" refers to information that is particular to you, such as your name, address, phone number, email address, billing information, such as account number, date of birth, credit card number, user IDs, and other information as provided to us by a subscriber or user of our services. "Non-personal information" refers to information that does not by itself identify a specific individual. This information includes websites visited, network traffic data, services and features used or call record details. Connect may use "cookies" to collect information to enhance your experience.

### **How Do We Collect Information from You?**

Connect may collect information from you through communications such as via the phone, website, internet traffic, email, mail, surveys, mobile applications, or through the services provided to you as a customer.

Information may be collected in the following ways:

- **Browsing Our Site**

- IP addresses may be collected for the purposes of system administration, gathering broad demographic information, and monitoring the level of site activity.
- Information may be collected regarding the referring URL, browser used to come to our site, and the pages of our site that you viewed during your visit and any search terms entered on our site.
- Emails may be sent by a customer to Connect on this website. Connect may retain the information in any email that you send to us, such as your name, email, address, or phone number.

- **Voice and Internet Services**

Connect may monitor the network and take measurements of network performance and the performance of your Internet connection to improve the customer's or Connect's overall service levels.

- During communication with Connect for service support, we may also access information about your customer premise equipment such as computers and wireless devices or other device settings to provide customized technical support or to install specific applications or services for your use.
- Connect reserves the right to access broadband traffic from individual accounts for the purpose of general maintenance and management of the network, as well as upon request by law enforcement.
- **Provision of Information by Third Parties**
  - Connect may obtain credit information about you from third parties when you purchase products or sign up for services with Connect.

### **How is Your Personal Information Used?**

Connect uses your information in connection with delivering its products and services to you, including SMS messaging services, and to protect customers, employees, and property against fraud, theft, or abuse. Connect may also use the information supplied to personalize portions of our services, such as tailoring SMS communications to your preferences. Some of these personalized services are made available directly by Connect while others may be offered by a partner. In addition, Connect may analyze and evaluate customer preferences, comments, and criticism of its offerings, including those provided via SMS messages, to make improvements to the present and future versions of the service.

Connect may use personal information it collects to provide you with information or better services, including SMS messaging. In addition, we may use the non-personal information we collect to provide you with a better experience in the future. Connect does not rent, sell, or trade your private information to any non-affiliated third party.

### **With Whom Do We Share Your Information**

- **With our Customers:** Connect may share generalized personal information with our customers to make sure your experience is at the highest level possible and that you have the fullest service that Connect has to offer. Information shared will never include personally identifiable information. This is subject to applicable legal restrictions, such as those that exist for Customer Proprietary Network Information (CPNI).
- **With Vendors that Perform Services for Connect:** We may share your personal information with vendors that perform services on our behalf and only as necessary for them to perform those services. We a) require those vendors to protect any personal information they may receive in a professional manner consistent with our policy and b) we will not provide personal information to anyone for the marketing of their own products and services without your consent.

### **Other Circumstances Which May Warrant Sharing Your Personal Information**

- Complying with any court ordered subpoenas or any other legal process.
- To assist with identity verification and prevent fraud and identity theft.
- Enforcing our agreement and property rights.

- For safety reasons.
- Obtaining payments for products and services that appear on your Connect billing statements, or those of our customers, including the transfer or sale of delinquent accounts to third parties for collection.

### **Internet Use**

Any websites of Connect may contain links to other websites. Connect is not responsible for the content or privacy policies of other sites. Even though Connect will use its best efforts to assure privacy and confidentiality, material on the web, e-mail, or other electronic communications cannot be guaranteed to be protected against access by unauthorized persons. Access by unauthorized persons can be obtained without your consent or our consent. This is simply a function of technology in today's environment.

### **Protection of Underage Children**

Connect's websites or usage of is not intended for children under the age of 15 years. Connect does not knowingly collect or solicit personal information from anyone under the age of 15 or knowingly allow such persons to register for use of any of our products or services. In the event Connect learns that we have collected personal information from a child under the age of 15 years without verification or parental consent, we will delete such information as quickly as possible.

### **How Does Connect Protect Your Personal Information?**

Connect takes reasonable precautions to protect your personal information against unauthorized access by requiring the employees to use secured access authentication and passwords to obtain customer information and by storing electronic file information on a secure server, which is accessible only by authorized personnel.

No data transmission over the Internet can be guaranteed to be 100% secure and we will not be held liable should a third party illegally obtain your personal information via an Internet transmission. While we do our due diligence to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.

### **Downloading and Removing the App**

By downloading and installing Connect Biz IQ or the Connect CommandIQ app, you agree to the collection and use of your information as outlined in this Privacy Policy. You can download the apps from authorized app stores, and upon installation, certain data may be collected to improve our services.

If you wish to remove the Connect Biz IQ or Connect CommandIQ app from your device, you may do so at any time. Please note that removing the app does not disconnect your Connect Internet account. For more information about removing your app account please contact Connect at [info@whiteriverconnect.com](mailto:info@whiteriverconnect.com) or call 417-318-2628.

### **SMS Messaging Service**

By providing Connect with your mobile phone number during the account registration process you have given your consent to receive SMS messages from Connect regarding your account, services, appointment

reminders, promotional offers, and general two-way communication regarding Connect's services. Message and Data Rates may apply.

You can opt out of receiving SMS messages at any time by replying "STOP" to any SMS message you receive from Connect, or by updating your communication preferences in your account settings, or by contacting Connect directly at (855)318-2628.

Notwithstanding anything to the contrary in this privacy policy, your consent to receive SMS messages applies solely to us. It does not apply to the activities of any third party. Connect will not share your mobile number with any third party for their marketing or promotional purposes.

#### **How Does the Customer Provide Consent?**

By using Connect services, you agree with our Privacy Policy and practices and procedures contained herein regarding the collection and sharing of your information. To opt out of the sharing of your information for marketing purposes, please contact Connect at [info@whiteriverconnect.com](mailto:info@whiteriverconnect.com).

#### **How Often Are Changes Made to this Privacy Policy and How Can You Learn of Any Changes?**

Connect reserves the right to change, modify, or update this policy at any time without notice. In the event of any modification, we will post the changes in this Privacy Policy. If such changes are material, we will either announce the change on the homepage of the site or take other actions as we deem appropriate under the circumstances. You are encouraged to periodically visit this page to determine the current Privacy Policy to which you are bound. Continued use of the Connect website and/or Services indicates your agreement with the updated terms.