BIG BEND TELEPHONE COMPANY, INC.
PRIVACY POLICY

Effective Date: [DATE]

BBT ("we," "us," or "our") is committed to protecting the privacy and security of information provided by our customers and other individuals who interact with BBT.

This Privacy Policy describes how BBT collects, uses, discloses, and protects information in connection with BBT's website, customer accounts, applications, and services covered by this Policy, including BBT's Broadband Internet and Mobile services.

1. INFORMATION WE COLLECT

BBT may collect personal information and other information depending on how you interact with BBT and the services you use.

Personal Information. Personal information is information that identifies or relates to an identifiable individual. Depending on your interactions with BBT, this information may include:

- Name;
- Service, billing, or mailing address;
- Telephone number;
- Email address;
- Customer account information;
- Billing and payment information;
- Information necessary to establish, maintain, or provide BBT services;
- Device or equipment information, where applicable; and
- Other information you voluntarily provide to BBT.

Website and Technical Information. When you visit BBT's website or use certain online services, BBT may automatically collect information such as your Internet Protocol ("IP") address, browser type, referring URL, pages viewed, search terms, and other information regarding your interaction with BBT's website.

2. HOW WE COLLECT INFORMATION

BBT may collect information directly from you, automatically when you interact with our website or online services, and from service providers or other parties involved in providing BBT services.

Website Browsing

Visitors can generally browse BBT's website without affirmatively providing personal information.

BBT may automatically collect certain technical information when you visit the website, including your IP address, browser type, referring URL, pages viewed, search terms, and other information regarding website activity. BBT may use this information to administer and maintain its website, analyze trends and website usage, understand visitor interests, and improve BBT's website and services.

Ordering Services and Creating an Account

BBT's website includes e-commerce functionality that allows prospective customers to begin a new installation order and create an account with BBT.

When you begin an order, register for an account, or request BBT services, BBT may request information necessary to process your request and establish or maintain your account. This information may include your name, service address, telephone number, email address, billing or payment information, and other information reasonably necessary to process your order or provide the requested service.

Questions and Customer Inquiries

Customers and visitors may submit questions or other inquiries to BBT through its website or other available communication methods. BBT may request basic contact information, such as your name, telephone number, or email address, so that a BBT Customer Service Representative can respond to your inquiry.

BBT may retain information you provide in an inquiry or other communication as reasonably necessary to respond to your request, provide customer service, or maintain appropriate business records.

Mobile Services

If you subscribe to BBT Mobile, BBT may collect information necessary to establish, administer, support, and bill for your Mobile service. Depending on the services requested and BBT's role in providing those services, this may include contact and account information, billing and payment information, telephone number, and device information.

Certain information associated with Mobile service may also be collected, processed, or maintained by third-party service providers involved in providing the service. Those parties may have separate privacy practices or policies that apply to information they collect or control.

BBT Applications

When you use a BBT application, BBT may collect information that you provide through the application and information necessary to establish, maintain, or support your application account and the BBT services associated with it.

The information collected may vary depending on the application and the features you choose to use.

Cookies and Similar Technologies

BBT may use cookies and similar technologies in connection with its website and online services. Cookies are small data files that may be stored on your device and used to support website functionality, remember preferences, and help BBT understand how visitors interact with its website.

You may be able to disable or limit cookies through your browser settings. Disabling cookies may cause certain website features or functionality to operate differently or become unavailable.

Communications with BBT

BBT may collect information that you voluntarily provide when communicating with BBT by email, telephone, online form, application, or other means.

3. HOW WE USE INFORMATION

BBT may use information it collects for legitimate business purposes associated with operating its business and providing its services, including to:

- Process service orders and installation requests;
- Establish, administer, and maintain customer accounts;
- Provide, maintain, support, and improve BBT services;
- Activate and administer services requested by customers;
- Process billing and payments;
- Respond to customer questions, requests, and technical-support inquiries;
- Communicate with customers regarding their accounts and services;
- Provide information regarding BBT products, services, or offerings;
- Maintain, operate, and improve BBT's website, applications, network, and online services;
- Analyze website usage and service interactions;
- Protect BBT's customers, systems, networks, property, and legal rights;
- Detect, investigate, or prevent fraud, misuse, security incidents, or other unlawful activity;
- Maintain appropriate business and customer records; and
- Comply with applicable legal and regulatory requirements.

4. MARKETING COMMUNICATIONS

BBT may use contact information provided by customers or visitors to send information about BBT products, services, newsletters, or promotional offerings, as permitted by applicable law.

Customers and visitors who no longer wish to receive promotional communications may use the unsubscribe instructions included in the applicable communication or contact BBT to request that such communications stop.

Opting out of promotional communications does not prevent BBT from sending non-promotional communications concerning your account, services, billing, service changes, security, or other transactional or administrative matters.

5. HOW WE SHARE INFORMATION

BBT does not sell or rent personal information collected under this Privacy Policy.

BBT may disclose personal information to vendors, contractors, agents, affiliates, or other service providers when reasonably necessary to operate its business or provide services to customers. These parties may perform functions such as billing, payment processing, customer support, order fulfillment, technology services, application support, network or service support, or other operational services.

BBT may also disclose personal information:

- With your consent or at your direction;
- As necessary to provide a service, feature, or transaction you request;
- To comply with applicable law, regulation, legal process, subpoena, court order, or other lawful governmental request;
- When BBT reasonably believes disclosure is necessary to protect the rights, property, safety, or security of BBT, its customers, or others;
- To investigate, prevent, or respond to suspected fraud, misuse, unlawful activity, or security incidents; or
- In connection with a merger, acquisition, financing, reorganization, sale or transfer of assets, or other business transaction, subject to applicable law.

BBT may also use or disclose aggregated or de-identified information that does not reasonably identify an individual for legitimate business purposes.

6. COMMUNICATIONS-RELATED CUSTOMER INFORMATION

Certain BBT services may be subject to additional privacy requirements under applicable federal or state communications laws, including requirements governing Customer Proprietary Network Information (“CPNI”).

Where applicable, BBT handles CPNI and other communications-related customer information in accordance with applicable law and any additional BBT notices, policies, or customer authorizations that apply to the particular service.

Nothing in this Privacy Policy is intended to limit any privacy rights or protections available to customers under applicable communications laws.

7. INFORMATION SECURITY

BBT uses reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, disclosure, alteration, or destruction.

Access to personal information is limited to BBT personnel and authorized agents, contractors, and service providers who require access to perform appropriate business functions.

Where sensitive information, such as payment information, is collected electronically, BBT may use third-party systems and security measures designed to protect that information.

No method of electronic transmission or storage is completely secure. Accordingly, BBT cannot guarantee the absolute security of information transmitted to or maintained by BBT.

8. CUSTOMER CHOICES AND UPDATES TO PERSONAL INFORMATION

Customers may contact BBT to request corrections or updates to personal information associated with their accounts.

Customers are responsible for providing BBT with accurate and current contact and account information so that BBT can properly administer their accounts and services.

9. CHILDREN'S PRIVACY

BBT's website and services are not directed to children under thirteen (13) years of age, and BBT does not knowingly solicit or collect personal information through its website from children under thirteen.

If BBT becomes aware that it has collected personal information from a child under thirteen in circumstances in which such collection is not permitted, BBT will take appropriate steps to address the information in accordance with applicable law.

10. THIRD-PARTY WEBSITES AND SERVICES

BBT's website, applications, or services may contain links to or interact with websites, applications, platforms, or services operated by third parties.

BBT does not control and is not responsible for the content, security, or privacy practices of third-party websites or services. Customers and visitors should review the privacy policies applicable to third-party websites and services before providing personal information to those parties.

This Privacy Policy applies to information collected by or on behalf of BBT within the scope of this Policy. Information collected directly by a third party may be subject to that third party's privacy policy.

11. BBT BIZWORX APP ACCOUNT DELETION

Customers seeking to delete a BBT BizWorx app account may contact BBT at csr@bigbend.com or 1-800-592-4781.

Customers may also delete their account directly through the BBT BizWorx app by navigating to:

Settings > Account & Admin > Edit > Delete Account.

Deletion of a BBT BizWorx app account does not necessarily terminate any underlying BBT service or require deletion of information that BBT is required or permitted to retain for billing, account administration, legal, regulatory, security, or other legitimate business purposes.

12. CHANGES TO THIS PRIVACY POLICY

BBT may update this Privacy Policy from time to time to reflect changes in its services, practices, technology, or applicable legal or regulatory requirements.

BBT will post the current version of this Privacy Policy on its website. If BBT makes a material change to this Privacy Policy, BBT may provide additional notice as appropriate or as required by applicable law.

The Effective Date identified at the beginning of this Privacy Policy indicates when the current version became effective.

13. CONTACT US

If you have questions or concerns regarding this Privacy Policy or BBT's privacy practices, please contact BBT using the current contact information available on BBT's website.