

# **dishNET Wireline L.L.C. Privacy Notice**

This Privacy Notice (this “Notice”) explains how dishNET Wireline L.L.C. (“dishNET”) and its affiliates collect, use and disclose information about dishNET subscribers and others who visit dishNET websites, view dishNET advertisements, or interact with dishNET products or services. In this Notice, the terms “dishNET,” “we,” “us,” and “our” refer to dishNET Wireline and its affiliates, which offer the dishNET high-speed Internet access service (“our Service”). The term “you” refers to you as a subscriber to or user of our Service, including our websites. Your use of our Service constitutes your acceptance of this Notice.

## **What Information Do We Collect About You?**

When you use our Service, dishNET may collect certain information from and about you, including personally identifiable information which specifically identifies you (“PII”), information related to your account, and other information related our Service or other products and services provided to you. PII does not include aggregate data, anonymized data, or data that does not identify you or other particular individuals. Below is a general description of the different types of information that we may collect and how we may collect it.

### **A. Account Information**

We collect and maintain regular business records containing information about you that may constitute PII, such as, among other things: your name, service address, billing address, e-mail address, telephone number, social security number, bank account and/or credit card number, and other account information. We may also collect and maintain other information about your account, such as billing and payment history, customer service information, and equipment options.

### **B. Third-Party Information**

We also may receive information about you from third parties such as business partners, consumer reporting agencies, and other data companies. This information includes information collected offline and across computers and devices that you may use.

### **C. Third-Party Services and Websites**

When you access a third-party product, service, application, or website, even when doing so through dishNET equipment, websites, or applications, you should review the privacy statements of such third parties.

## **How Do We Use Information About You?**

We use information we’ve collected and received from and about you and your account (“Information About You”) primarily to conduct business activities, which may include, among other things, use of such information to:

- conduct billing and collections;
- install, operate, provide, and maintain our Service;
- confirm that you are receiving the level(s) of service requested and are properly billed;
- identify when changes are made to your account or services;
- understand the use of, and identify improvements to, our Service;
- determine whether applicable policies and terms of service are being violated;
- perform statistical or qualitative research and analysis;
- comply with law; and
- as otherwise necessary to provide our Service.

In addition to the items listed above, PII may be aggregated and/or de-identified for other business and marketing uses by us or by third parties. This aggregated and/or de-identified data may be used, for example (and without limitation), to improve our products and services, measure and analyze use of our products and services, to provide more relevant marketing and advertising, to measure advertising effectiveness, to conduct market research, and for other analytical

and reporting purposes. We may combine the various information we collect and receive from and about you, including information you provide to us, PII, usage and service information, as well as information collected offline, across other computers or devices that you may use, and from third-party sources.

### **What Information Do We Disclose to Others?**

dishNET treats Information About You (including PII) contained in our business records as confidential. We may nonetheless share or disclose Information About You as described in this Notice.

#### **A. When dishNET May Disclose Information Relating to You or Your Service**

##### **1. To conduct business activities related to providing you with our Service**

We may share or disclose Information About You to other entities that work for or provide services to us, such as outside auditors, professional advisors, service providers, and vendors; potential business merger, acquisition, or sale partners; and regulators when the disclosure is necessary to render or conduct a legitimate business activity related to the Service or other products and services that we provide. Generally, these disclosures involve billing and collections, administration, surveys, marketing, advertising, service delivery and customization, maintenance and operations, and fraud prevention. If we (or our parent company) enter into a merger, acquisition, or sale of all or a portion of our assets, in most instances our subscribers' information, including PII, will be one of the items transferred as part of the transaction.

##### **2. As necessary to protect dishNET and its employees**

We may also share or disclose Information About You (including PII) to protect our customers, employees, or property; in emergency situations; and to enforce our rights under our terms of service and policies, in court or elsewhere.

##### **3. For "mailing list" purposes**

We may share or disclose your name and address to others, such as charities, marketing organizations, or other businesses (such as service providers and vendors), for "mailing list" purposes. Any such disclosure by dishNET for "mailing list" purposes would be limited to the disclosure of subscriber names and addresses where the disclosure does not reveal, directly or indirectly, (i) the extent of any subscriber's use of our Service; or (ii) the nature of any transaction made by the subscriber over any facilities used by us.

#### **B. When dishNET Must Disclose PII**

We may be required by law to disclose Information About You (including PII) without your consent and without notice to comply with a valid legal process, such as a subpoena, court order, or search warrant. We may also be required to disclose PII to a third party or governmental entity in response to a court order. If the court order is sought by a governmental entity, you should be afforded the opportunity to appear and contest in a court proceeding relevant to the court order any claims made in support of the court order.

#### **C. Disclosure of Information that is not PII**

We may share or disclose information collected or received from or about you in non-personally identifiable formats, including aggregate formats, such as ratings surveys and service usage and other statistical reports. We may also share and disclose other information in aggregated or anonymized formats, including IP addresses, device IDs, and other non-PII, with programmers, advertisers, and other service providers and vendors for advertising, marketing and other purposes.

### **How Do We Protect Your PII?**

dishNET takes information security seriously. We use commercially reasonable efforts to prevent unauthorized third-party access to Information About You (including PII). However, we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose Information About You (including PII). We periodically

summarize, anonymize, aggregate, and/or remove certain data elements from data sets that can be used to uniquely identify you, and employ other similar methods designed to inhibit direct association with your identity.

### **How Long Do We Maintain Your PII?**

dishNET maintains PII about you in our regular business records while you are a subscriber to the Service or any of our affiliates' other products or services. dishNET also maintains PII about you for a period of time after you are no longer a subscriber if the information is necessary for the purposes for which it was collected, to satisfy legal or tax requirements, or for business purposes.

### **What Access Do You Have to Your PII?**

You can obtain access to the PII that we collect and maintain from and about you that is held in our regular business records (generally, billing and account information). If you wish to obtain a copy of this information, please mail a written notarized request for a copy of your PII to DISH Network L.L.C., Attn: PRIVACY, P.O. Box 6655, Englewood, CO 80155-6655, giving us a reasonable period of time to locate and prepare the information for your review. All requests must include your dishNET account number. We will mail the information to you at your current billing address. You will be permitted to request only records that contain PII about you and no one else. To protect you and ensure that the request is being made by the true person to whom the information pertains, we will process only notarized requests. You will be provided a reasonable opportunity to correct errors if any of the PII is inaccurate.

### **Who Can You Contact with Any Questions or Concerns?**

If you have any questions or concerns regarding this Notice, or our privacy practices, please contact us by email at [executivecustomerservice@dish.com](mailto:executivecustomerservice@dish.com).

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