

# Privacy Policy

## Privacy policies for the Willamette Valley Fiber website

### Summary

We may receive personal information from you based on your interaction with us on social media platforms, your interaction with our website, your usage of our news and blog application, through our online ordering forms, if you submit user feedback or send a request to us, or if you engage with a product or policy campaign.

We care about your privacy. When Willamette Valley Fiber (WVF) collects information about you, this Privacy Policy describes how we handle that information. This privacy notice applies to Willamette Valley Fiber-operated websites, which include the domains wvalleyfiber.com, wvalleyfiber.net, wvalleyfiber.us and any of their subdomains.

This policy may be updated or changed from time to time and although we will attempt to notify our users of any changes, it is your responsibility to be familiar with this policy and review it periodically for changes. By using any Willamette Valley Fiber-operated websites, you agree to the policies written in this document.

### How We Collect Information

#### Tracking Technologies

We use cookies, third party web analytics, and IP addresses for functionality and to improve our products, services, and communications.

#### Cookies

We use these to enhance functionality of certain products and services. For example, cookies are used to remember your language preference and to remember which notifications you have viewed on the website. They also assist with user sign-in and authentication to expedite user login to the websites. IP addresses are also used to assist in the authentication of customers.

#### Third-Party Services

We use third party services such as New Relic and Google Analytics to understand how users engage with our products, services, communications, websites, online campaigns and other platforms. We collect general usage information about how many users have viewed or interacted with our products, services and campaigns.

#### Social Media

If you engage with our social media accounts, such as Twitter and Facebook, we may receive personal information about you. If you use these networks, their privacy policies apply, and you are encouraged to read them.

## **Online Payments and Orders**

We are committed to safeguarding our customer information and combating fraud. Some Willamette Valley Fiber websites allow you to order services, make purchases or make payments online. Any financial transactions initiated through the websites are processed by third parties, and not Willamette Valley Fiber. If you order or pay through our websites, your payment information is encrypted and passed securely and directly to a Tier 1 PCI Compliant payment processor.

The Payment Card Industry Data Security Standard (PCI DSS) is a set of comprehensive requirements developed by the major card brands to facilitate the adoption of consistent data security measures. Tier One is the highest level of security certification.

## **Online Surveys and Games**

Through online surveys and games users may submit general information regarding their demographics and preferences. This includes, for example, a user's interests, age range, technology preferences and language capabilities.

## **How We Use Your Information**

We use the information to help provide our customers with the products and services that would be best suited for them.

## **How We Share Your Information**

We do not sell your information to any third party for any use.

## **Our Partners**

Our marketing and technology partners may have access to general analytical information about our users and their preferences. We do not allow access to any personalized information about particular users to third parties. Willamette Valley Fiber, like other telecommunication providers, is committed to the standards of the CPNI, Customer Proprietary Network Information, which safeguards private customer information. Each year Willamette Valley Fiber subscribers receive a written notice of our CPNI compliance.

## **How We Store Your Information**

Your data is stored on a secure database on the servers at the MINET data center.

## **Your Choices**

You can control individual cookie preferences, indicate your cookie preferences to others, select text only emails, and opt-out of web analytics and optimization tools through your browser's settings.