

ATLANTIC BROADBAND ADDITIONAL PRIVACY RIGHTS FOR MAINE RESIDENTS AND BUSINESSES

For customers physically located in and billed by Atlantic Broadband for broadband internet access service received in the State of Maine, as a prospective, current, or former subscriber of our broadband internet access service, Maine's Broadband Internet Access Service Customer Privacy Act generally prohibits providers of broadband Internet access service ("Providers"), like Atlantic Broadband, from using, disclosing, selling or permitting access to "customer personal information" (defined below) without a customer's express, affirmative consent, which may be revoked at any time by contacting Atlantic Broadband, as indicated below.

"Customer personal information" includes: (i) personally identifying information about a prospective, current, or former broadband customer, including but not limited to the customer's name, billing information, social security number, billing address and demographic data; and (ii) information from a customer's use of broadband Internet access service.

However, the Maine Broadband Internet Access Service Customer Privacy Act allows Providers to use customer personal information, without a customer's express, affirmative consent under certain limited circumstances. A Provider does not require express, affirmative consent for the collection, retention, use, disclosure, or sale or access to customer personal information when such activities are required to:

- Provide the service from which such information is derived or for the services necessary to the provision of such service;
- Advertise or market the Provider's communications-related services to the customer;
- Comply with a lawful court order;
- Initiate, render, bill for and collect payment for broadband Internet access service;
- Protect users of the provider's or other providers' services from fraudulent, abusive or unlawful use of or subscription to such services; or
- Provide geolocation information concerning the customer:
 - For the purpose of responding to a customer's call for emergency services, to a public safety answering point; a provider of emergency medical or emergency dispatch services; a public safety, fire service or law enforcement official; or a hospital emergency or trauma care facility; or
 - To a provider of information or database management services solely for the purpose of assisting in the delivery of emergency services in response to an emergency.

A Provider may not refuse to serve a customer who does not permit it to use, disclose, sell or permit access to its customer personal information. Additionally, a Provider may not charge a customer any penalty or offer a customer any discount based on the customer's decision to provide or not provide such consent.

Under the Maine Broadband Internet Access Service Customer Privacy Act, Providers are required to take reasonable measures in order to protect customer personal information from unauthorized use, disclosure or access. This requirement also takes into account the nature and scope of the Provider's activities, the sensitivity of the data the provider collects, the size of the Provider, and the technical feasibility of the security measures.

In addition, a Provider may use, disclose, sell, or permit access to non-customer personal information. Much like with its customer personal information, a customer can require a Provider to cease using its non-customer personal information by sending a notice to the Provider.

If you are an Atlantic Broadband customer, you can view our full Customer Privacy Notice on our website at <https://atlanticbb.com/support/policies-and-agreements>.

Additionally, your consent may be revoked at any time by contacting Atlantic Broadband at the address below:

Atlantic Broadband
ATTN: Privacy Officer
2 Batterymarch Park, Suite 205
Quincy, MA 02169