



BCI Mississippi Broadband, LLC d/b/a MaxxSouth Broadband
105 Allison Cove, Oxford, MS 38655
800-457-5351

www.maxxsouth.com

CUSTOMER SERVICE STANDARDS AND POLICIES

Our MaxxSouth Broadband retail stores offer customers an open, friendly environment in which to make payments, explore services, and get advice from in-store technology experts. Each store also offers a night deposit box for after-hours payments. Hours of operation for each site, as well as other locations for bill payment, are available at www.maxxsouth.com/our-retail-locations/ or call 800-457-5351.

60387 Cotton Gin Port Road, Suite 2
Amory, MS 38821

1106 N. 2nd Street, Suite G
Booneville, MS 38829

363 East Calhoun Street
Bruce, MS 38915

826 Woodland Drive North
Forest, MS 39074

337 East Madison Street, Suite 4
Houston, MS 38851

725 Veterans Memorial Drive
Kosciusko, MS 39090

15561 W. Main Street, Suite C
Louisville, MS 39339

312 Park Plaza Drive
New Albany, MS 38652

1901 Jackson Ave. West, Suite B
Oxford, MS 38655

110 Canal Place
Philadelphia, MS 39350

530 4th Avenue SE
Red Bay, AL 35582

115 North Main Street
Ripley, MS 38663

911 Highway 12 West, Suite 202-B
Starkville, MS 39759

For your convenience, automatic payments can be scheduled via a bank account or debit/credit card. American Express, Discover, Master Card and Visa are also acceptable methods of payment.

We offer 3-hour appointment windows (e.g., 8 am–11 am, 11 am–2, and 2 pm–5pm) for installation and non-emergency service calls, which can be scheduled from 8 am until 5 pm Monday–Saturday (days of operation may be different in certain areas). Non-emergency service calls are handled from 8 am – 5 pm, 5 days a week.

Billing Disputes

To dispute your bill, you must submit a written statement no later than 60 days after the date on which the disputed amount was billed. If the issue can be resolved immediately, the customer is called or sent a letter that same day. If the dispute requires additional research, MaxxSouth will notify the customer and send a separate notification at resolution, which is usually within two weeks.

Customer payments made to compromise any disputed amount (i.e., payments which purport fully to discharge the amount due for less than the amount claimed by MaxxSouth) must be mailed to the following person at the following address: ATTN: Customer Service Manager, MaxxSouth Broadband, 406 North 3rd Street, Booneville, MS 38829. Payments made at any other locations, directed to any other individual, or in any other way, will not be considered for compromise of the account.

We issue refund checks on disconnected accounts automatically, weekly, or upon request from a customer.

Power Outages—Phone Modem (EMTA)

During an electrical outage, your phone modem (known as an eMTA) will lose power unless you have a battery backup, and phone service (including access to 911 and any medical or security monitoring service that uses the phone line) will be unavailable. Battery backup is not automatically provided to all customers, and back-up battery power, maintenance, and replacement are your responsibility. MaxxSouth offers its customers, for a separate fee, 24 hours of standby backup eMTA power (which may involve three 8-hour batteries to be used in sequence) Visit www.maxxsouth.com/fcc-phone-services-battery-backup-disclosure/maxxsouth for more information on replacement batteries. This notice is intended to provide only general guidance; the company that provides the backup battery can provide specific details regarding performance, storage, warranty, testing, recycling, and replacement. Please follow those details.

Equipment Usage

To help you use and enjoy your services to the fullest extent, please read the following information about how MaxxSouth Broadband works with your TV, VCR, Apple TV, Roku TV, Android TV, Amazon Firestick or DVR.

Converter Boxes

MaxxSouth Broadband encrypts channels and interactive video services. Even if your receiver tunes our cable channels you will need a digital converter that supports a CableCARD™ in order to view these channels.

Some TVs and DVRs support a CableCARD™, allowing the television to directly decode the channels, but all CableCARD™ retail devices will require use of a tuning adaptor to view digital channels transmitted via digital technology (which is used by MaxxSouth). If you purchase a CableCARD™ compliant TV or DVR, call MaxxSouth to acquire equipment that will allow your new TV to receive the available digital programming.

MaxxSouth's converter will output only one tuned channel at a time. There might be certain features of your TV and VCR that depends on channel tuning (such as recording two or more programs on different channels at the same time, watching one channel while recording another, or using Picture-in-Picture) that you will not be able to use without additional equipment.

You can purchase the necessary equipment at retail outlets, or MaxxSouth Broadband can provide that equipment subject to additional equipment charges as applicable. Please call us for more information.

Cable converters that have decryption in them are illegal to sell or use unless the authorized by the cable company from which you receive service. People who use illegal converters (so called “pirate boxes” or “black boxes”), or who otherwise use our cable services without our authorization, are violating the law and stealing cable service. Federal and state laws prohibit theft of cable, and violators face criminal and civil penalties.

MaxxSouth also offers MaxxSouth TV, our encrypted IPTV streaming TV service. A streaming device such as an Apple TV, Apple devices, Amazon Firestick, Roku stick, Roku TV, Android TV, Android devices or a compatible computer is required to view this service. Please call us for more information.

“988” National Suicide Prevention and Mental Health Crisis Lifeline

The Federal Communications Commission (FCC) has adopted “988” as a new 3-digit number to be used nationwide to reach the National Suicide Prevention and Mental Health Crisis Lifeline. For “988” to function properly, 10-digit local dialing must be implemented. Beginning June 1, 2022, MaxxSouth customers will no longer be able to make local calls using 7-digit dialing. Customers will need to dial the area code for all local calls.

Remote Control

MaxxSouth converters operate by a hand-held remote control device. A remote will be provided by MaxxSouth as part of your service. Alternatively, you may purchase your own “universal” remote; or the remote control device that came with your TV, DVD, Blu-ray player, or other device; which may be capable of controlling our converter box. Please note: MaxxSouth does not recommend or guarantee that any third-party remote control will be fully functional with our converters or other equipment.

MaxxSouth Employee Identification

MaxxSouth takes the safety of its customers seriously. It will make every effort to pre-schedule any in-home visits, and customers have the right to refuse entry. All MaxxSouth Broadband employees and subcontractors operating on our behalf carry identification cards with the person’s picture. For your own safety, ask to check the identification before letting anyone into your home.

Subscriber Policy

What This Privacy Notice Covers

This notice describes our practices concerning customer “personally identifiable information” and certain other information. Personally identifiable information is information that identifies a customer and that has been furnished to us or that we have collected in connection with our services. This notice applies to our video services (“cable services”) and voice services (“phone services”), collectively (“services”).

This notice also discusses Customer Proprietary Network Information (“CPNI”). CPNI is customer information about that we obtain solely in connection with receipt of our phone services, and consists of the information contained in our phone services bill as well as any other information about the quantity, technical configuration, type, destination, location, and

amount of use of phone services. If a customer is a phone service customer, we have a duty under federal law to protect the confidentiality of this CPNI and customers have the right to have the confidentiality of their CPNI so protected.

This notice does not apply to our High-Speed Internet service. See www.maxxsouth.com/internet-terms-and-conditions/ for terms and conditions applying to High-Speed Internet service.

This notice does not cover information that we may collect from our Internet portals and websites, each of which contains its own privacy notice, or any applications, web services or tools that you download or access from these portals and websites. This notice also does not cover third-party online content, applications or services that you may purchase or access through the Services (e.g., the services of Netflix, Google, Amazon, and other online providers “OLPs”), which may have their own privacy policies.

We provide a copy of this notice at initiation of service, and then annually thereafter; however, we reserve the right to modify our policies, and this notice, at any time. See www.maxxsouth.com for the most current version of this notice, or you may also obtain a copy of the current notice by contacting us at **800-457-5351**.

If you continue to accept our services after a change to policies, then you are deemed to have accepted the change. Please review the MaxxSouth website regularly for any changes.

1. Collection and Use of Personally Identifiable Information and CPNI

Personally Identifiable Information

To provide Services, MaxxSouth needs to collect data about you including your name; home, email and work addresses; home, cellular and work telephone numbers; social security number; driver's license number; credit, credit card, debit card and bank information; billing and payment information; records of damage and security deposits; records of maintenance and repairs; the MaxxSouth equipment (e.g., converters and cable modems) installed to provide your service; the televisions, telephones, computers, and other equipment you have connected to MaxxSouth's equipment or otherwise use to receive service or otherwise use; the location and configuration of the equipment; the programs, services and features to which you subscribe; identifying information for MaxxSouth's equipment (e.g., a serial number or MAC address of each converter box installed); MaxxSouth's equipment performance history; subscriber correspondence; records of violations and alleged violations of our terms of service; customer research and satisfaction data; and information available from third parties, such as age, income, other demographic information, and advertiser customer lists. We may remotely check the MaxxSouth Broadband equipment and the customer equipment for purposes including diagnostics and network security, and we maintain records of the results.

Under federal law, we may collect such personally identifiable information over our cable system without your consent if it is necessary to provide our services to you or to prevent unauthorized access to services or subscriber data. We may collect other information with your consent, and this information will be used subject to this consent.

We describe below the information that we may collect through our system or other information collections means.

Other information: Our system, in delivering cable services, may automatically log information concerning the use and performance of your MaxxSouth Broadband Equipment (e.g.,

programming choices; the date and time of these choices; and information, services, and products ordered from us or our advertisers). This data may be used to allow us to deliver desired information, products, and services to you. Examples:

- If you request Video On Demand programming (VOD), we will need to collect information about your equipment and the particular title ordered to ensure the right VOD content is delivered to the right converter box. If the video ordered has a charge, we need to use your personal information to associate it with your billing account to bill the correct customer the correct amount.
- Our system uses digital technology to deliver additional channels and services. To do so, it collects customer tuning choices and information about the equipment used, to ensure that desired channels are delivered upon request. In order to provide the programming, this information is temporarily associated with the customer equipment and account; it will not be once the equipment identification is no longer needed for operations, troubleshooting, and billing purposes, but anonymous information may be preserved and used as described in the next paragraph.
- In addition, MaxxSouth tracks customer information, in a non-personally identifiable way, about equipment use and consumption of programming. This information may be combined with other non-personally identifiable information, and the aggregate or anonymous information may be used for business and service purposes, including: to research and determine which programming and commercials are being watched; to assist in paying for programming; to inform us, advertisers and programmers how many impressions were received; to analyze marketing, purchasing, and advertising patterns; and generally to make programming and advertising more relevant and useful to our customers. Because it is kept anonymous, none of this data will be used to personally identify you.

To deliver and route telephone calls, our service may automatically log information concerning the numbers its customers call and from which numbers they receive calls; the service features and functions used; the frequency of such use, and other CPNI as described herein.

Data that MaxxSouth collects from its customers is maintained and used as otherwise described herein as well as for the purpose of customer communication (e.g., to make sure customers receive the requested services; to make sure they are being billed properly; to send relevant account and service information; to maintain or improve the quality of the MaxxSouth's equipment and services; to answer questions from subscribers (e.g., for troubleshooting); to ensure compliance with relevant law and contractual provisions; to market services and other products that may be of interest to a customer; and for tax, compliance, and accounting purposes).

With respect to CPNI, MaxxSouth uses information from furnishing phone services to provide customers with information about communications related products or services within the same category of services to which you already subscribe. In addition, we may from time to time use such CPNI to provide information about communications related products or services outside of the category of service to which you already subscribe (e.g., data services), subject to the customer's right to restrict use of CPNI for these purposes.

To exercise your right to restrict use, please notify us in writing at our main office or call **800-457-5351**. Include your name, account number, telephone number and address on any written request. If you do not notify us within 30 days of this notification that you wish to restrict our use of your CPNI, it is assumed that you approve using CPNI for this purpose.

MaxxSouth will not use CPNI without customer permission to provide information or marketing as to services that the FCC classifies as non-communications-related (including video services), or that are offered by third parties or joint ventures in which we participate. However, service representatives may request specific customer permission to use CPNI for the purpose of providing an offer as to video or other services. If such permission is granted, MaxxSouth will use or disclose the CPNI only for the duration of that telephone call, conversation, or other communication and only to offer additional services.

Permission or denial of permission to use CPNI remains valid until such time as phone services are discontinued or we receive notice changing the customer election on this issue.

2. Disclosure of Personally Identifiable Information and CPNI

Under the Communications Act, MaxxSouth may disclose personally identifiable information without your prior written or electronic consent only if: (1) disclosure is necessary to provide the customer services or conduct a legitimate business related to those services; (2) disclosure is required by law; or (3) for mailing lists, subject to the conditions described below. We may also disclose personally identifiable information and CPNI with customer consent.

Pursuant to providing services, MaxxSouth discloses personally identifiable information to third parties as necessary to provide customer services, including: our employees; related legal entities; agents; strategic partners offering products or services jointly or on our behalf; vendors acting under our direction, including repair and installation subcontractors; sales representatives; accountants; billing and collection services; consumer and market research firms; credit reporting agencies; and authorized representatives of governmental bodies. We also disclose the information to advertisers and vendors in order to carry out transactions at customer request.

To improve audience analysis, MaxxSouth may provide data that does not include personally identifiable subscriber information to third parties who combine it with other information. This anonymous data helps companies like program networks and cable operators decide which programs, channels, and advertising to carry. MaxxSouth may also use such anonymous information to distribute targeted advertising without disclosing any personally identifiable information to the advertisers. These advertisements may invite customer interaction or transactional follow-up.

Unless you object, MaxxSouth may disclose limited personally identifiable information (as described below) for non-cable related purposes, such as direct marketing. Such disclosures are limited to the following “mailing list information”: customer name, address and the services being provided (e.g., premium channels such as HBO, or tiers of service). In addition, we may add commercially available information that is available from third parties, such as your age, income, and other demographic or marketing information; or from advertisers to whom you have provided this information. Personally identifiable mailing list information does not include the extent of your viewing or use of a particular service; the nature of any transaction you make over the cable system; or any information that constitutes CPNI.

We may disclose or sell such mailing list information from time to time. If you wish to be removed from our mailing list, please notify us in writing at our main office, which will be noted on your cable bill; or by contacting us at www.maxxsouth.com/contact-us/. Please include your name and address on any such request.

We must disclose certain personally identifiable information and CPNI for phone service customers to 911 services; and to the customer, or upon express customer authorization to a designee. We also disclose limited personal information to telephone companies to ensure appropriate call routing. A party called via a toll-free number may identify the origin telephone number using a telephone network technology called Automatic Number Identification (ANI), but FCC rules prohibit parties that receive calls on toll-free numbers from distributing these telephone numbers.

Customer name, address and/or phone number may be provided in connection with Caller ID functions; dialing 67 prevents display of Caller ID information, and dialing 82 resumes its display.

MaxxSouth provides customer name, phone number, and address information to directories and 411 services, but cannot guarantee that errors will not occur. For customers that subscribe to our Private Listing service, MaxxSouth will take reasonable precautions to ensure that such information is not provided, but we cannot guarantee that errors will not occur. Customers seeking more information on Private Listing service can contact **800-457-5351**.

3. Disclosure of Information to Governmental Entities and Other Legal Process

Federal law requires us to disclose personally identifiable information to a governmental entity or other third parties under certain legal process. Generally, this process requires a subpoena or other court order. If an order is sought by a governmental entity, the customer may have the opportunity to contest the disclosure; however, under the Electronic Communications Privacy Act and other federal laws, we must disclose personally identifiable information in some circumstances to governmental entities without notifying the affected customer. MaxxSouth will honor these laws and orders; will comply with legal process when we believe we are required to do so; and will respond appropriately to legitimate inquiries from police and government agencies. We will also disclose any information in our possession to protect our rights, property, or operations, or in response to threats to individual or public safety.

4. Phone Conversations

MaxxSouth Broadband may monitor or record telephone conversations between customers and MaxxSouth customer relations representatives, for the purpose of evaluating employee performance and improving customer service. Personally identifiable information resulting from this activity will be used only for the above stated purposes and will be destroyed within two (2) years of the monitoring or recording date, unless such personally identifiable information is placed in an individual employee's record which will then be destroyed within six (6) years.

5. Time Period That We Retain Personally Identifiable Information

We reserve the right to maintain any information about subscribers for as long as necessary for business purposes. This retention period may run for the full length of the customer relationship as well as for such additional time as believed may be necessary to comply with tax, accounting, compliance, and other legal requirements.

6. Access to Records

Personally identifiable information will be provided to the subject customer for examination within five (5) working days of the receipt of a request from the customer or authorized representative, and between 10 am–5 pm, Monday–Friday at one of the following locations:

60387 Cotton Gin Port Road, Suite 2

1106 N. 2nd Street, Suite G

Amory, MS 38821

363 East Calhoun Street
Bruce, MS 38915

337 East Madison Street, Suite 4
Houston, MS 38851

15561 W. Main Street, Suite C
Louisville, MS 39339

1901 Jackson Ave. West, Suite B
Oxford, MS 38655

530 4th Avenue SE
Red Bay, AL 35582

911 Highway 12 West, Suite 202-B
Starkville, MS 39759

Booneville, MS 38829

826 Woodland Drive North
Forest, MS 39074

725 Veterans Memorial Drive
Kosciusko, MS 39090

312 Park Plaza Drive
New Albany, MS 38652

110 Canal Place
Philadelphia, MS 39350

115 North Main Street
Ripley, MS 38663

Customer is responsible for copying and other reasonable costs of providing the information.

Upon a reasonable showing, MaxxSouth Broadband is required to correct inaccurate information.

7. Your Rights Under the Communications Act

Violation of these provisions by MaxxSouth Broadband may lead to criminal and civil liabilities, and a person aggrieved by a violation may bring a civil action for damages. If you have any questions about this Privacy Notice, please contact us at **800-457-5351** or www.maxxsouth.com/contact-us/.

For Terms & Conditions and Service Disclosure documents related to High-Speed Internet service, visit www.maxxsouth.com/internet-terms-and-conditions/. Printed copies are also available in MaxxSouth Broadband lobby locations.

Technical Standards

MaxxSouth Broadband strives to maintain cable television signals which conform to all government technical regulations.

Should you have a complaint about the signal quality on our system, call 800-457-5351 and a technical support representative will schedule a service call for you. We answer our phones twenty-four hours, seven days a week. MaxxSouth Broadband technicians make scheduled service calls from 8 am–5 pm Monday–Friday.

If you still have questions about signal quality, you may direct them to John Wuerdeman, Vice President and General Manager at **800-457-5351**, or contact the Cable Affairs Office in the franchise area in which you reside.

For the cable offices where you may lodge complaints for your franchise area, see below.

Mississippi:

Town of Abbeville
8 Business 7 South, Abbeville, MS 38601
662-816-8938

City of Aberdeen
125 West Commerce Street, Aberdeen, MS 39730
662-369-8588

City of Amory
109 Front Street, Amory, MS 38821
662-256-5635

Town of Ashland
16 3rd Street, Ashland, MS 38603
662-224-6282

City of Baldwin
200 West Main Street, Baldwin, MS 38824
662-365-2383

Town of Belmont
94 Main Street, Belmont, MS 38827
662-454-3381

Town of Blue Mountain
110 West Mill Street, Blue Mountain, MS 38610
662-685-4721

City of Booneville
203 North Main Street, Booneville, MS 38829
662-728-1831

Town of Bruce
100 Public Square, Bruce, MS 38915
662-983-2453

Town of Burnsville
38 Gross Avenue, Burnsville, MS 38833
662-427-9526

Calhoun City
102 South Monroe Street, Calhoun City, MS 38916
662-628-8345

City of Carthage
212 West Main Street, Carthage, MS 39051
601-267-8322

Town of Coffeeville
14615 Depot Street, Coffeeville, MS 38922
662-675-8416

Town of Decatur
66th Seventh Street, Decatur, MS 39327
601-635-2761

Town of Derma
120 South Main Street, Derma, MS 38839
662-628-6689

Town of Ecu
176 Main Street, Ecu, MS 38841
662-489-3881

Town of Falkner
10161 CR 200, Falkner, MS 38629
662-837-4940

City of Forest
120 South Davis Street, Forest, MS 39074
601-469-2921

Town of Golden
211 Front Street, Golden, MS 38847
662-454-7100

Town of Guntown
1589 Main Street, Guntown, MS 38849
662-348-5353

Town of Hatley
60279 Hatley Road, Amory, MS 38821
662-256-7245

Town of Hickory Flat
225 Spruce Street, Hickory flat, MS 38633
662-333-7884

City of Holly Springs
160 South Memphis Street, Holly Springs, MS 38635
662-252-4652

City of Houston
120 East Madison Street, Houston, MS 38851
662-456-2328

City of Iuka
118 South Pearl Street, Iuka, MS 38852
662-423-3781

Town of Jumpertown
679 Hwy 4 West, Booneville, MS 38829
662-728-2658

City of Kosciusko
222 East Washington Street, Kosciusko, MS 39090
662-289-1226

City of Louisville
2373 South Church Avenue, Louisville, MS 39339
662-773-9201

Town of Maben
711 Second Avenue, Maben, MS 39750

Town of Mathiston
41 Mathis Drive, Mathiston, MS 39752
662-263-4898

City of Morton
97 West First Avenue, Morton, MS 39117
601-732-8609

Town of Myrtle
1025 Church Street, Myrtle, MS 38650
662-988-2220

Town of Nettleton
124 Short Street, Nettleton, MS 38858
662-963-2605

City of New Albany
101 West Bankhead Street, New Albany, MS 38652
662-534-1010

Town of New Houlka
201 Walker Street, New Houlka, MS 38850
662-568-2745

City of Newton
203 East Church Street, Newton, MS 39345
601-683-6181

Town of Noxapater
328 West Main Street, Noxapater, MS 39346
662-724-4476

City of Philadelphia
525 Main Street, Philadelphia, MS 39350
601-656-3612

Town of Pittsboro
103 East Main Street, Pittsboro, MS 38951
662-412-2053

City of Pontotoc
116 North Main Street, Pontotoc, MS 38863
662-489-4321

Town of Potts Camp
17 South Center Street, Potts Camp, MS 38659
662-333-7285

Town of Raleigh
150 Main Street, Raleigh, MS 39153
601-782-4672

City of Ripley
500 South Main Street, Ripley, MS 38663
662-837-0130

City of Saltillo
395 Mobile Street, Saltillo, MS 38866
662-869-5431

Town of Sebastopol
17403 Hwy 21, Sebastopol, MS 39359
601-625-7200

Town of Shannon
225 Broad Street, Shannon, MS 38868
662-767-9747

Town of Smithville
63443 Hwy 25 North, Smithville, MS 38870

662-651-4411

Town of Snow Lake Shores
363 Snow Lake Drive, Ashland, MS 38603
662-224-3050

City of Starkville
110 West Main Street, Starkville, MS 39759
662-323-2525

Town of Sturgis
2750 Highway 12 West, Sturgis, MS 39769
662-465-7970

Town of Tishomingo
1281 Main Street, Tishomingo, MS 38873
662-438-6302

City of Union
404 Bank Street, Union, MS 39365
601-774-9422

Town of Vardaman
206 North Main Street, Vardaman, MS 38878
662-682-7561

City of Water Valley
101 Blackmur Drive, Water Valley, MS 38965
662-473-2431

Benton County
190 Ripley Avenue, Ashland, MS 38603

Calhoun County
103 West Main Street, Pittsboro, MS 38951
662-412-3117

Lafayette County
300 North Lamar Boulevard, Oxford, MS 38655
662-236-2717

Leake County
101 Court Square #309, Carthage, MS 39051
662-267-7371

Lee County
105 North Broadway Street, Tupelo, MS 38802

662-432-2021

Neshoba County

401 Beacon Street, Suite 201, Philadelphia, MS 39350
601-656-6281

Oktibbeha County

108 West Main Street, Starkville, MS 39759
662-323-1520

Prentiss County

100 North Main Street, Booneville, MS 38829
662-728-8151

Scott County

100 East Main Street, Forest, MS 39074
601-469-1922

Tippah County

101 East Spring Street, Ripley, MS 38663
662-837-7374

Union County

109 E. Main Street, New Albany, MS 38652

Mississippi Band of Choctaw Indians

354 Industrial Road, Choctaw, MS 39350
601-656-5251

Alabama:

City of Red Bay

204 4th Avenue SE, Red Bay, AL 35582
256-356-4473