



PRIVACY POLICY

New Wave Broadband, also known as La Harpe Communications Inc., recognizes the importance of our customers' personal information and is committed to protecting it. This privacy policy explains how we use, store, and share your personal information. By using our service or accessing our website in any way, you agree to the practices and policies described in this privacy policy. You also consent to New Wave collecting, using, storing, and sharing your personal information as described.

The customer's use of the service is governed by the service's terms and conditions, which include this privacy policy. Any capitalized terms not defined in this privacy policy have the same meaning as in the service's terms and conditions and acceptable use policy.

New Wave services are specifically designed for U.S.A. audiences and operate according to U.S. laws. If you are not a U.S. citizen or do not live in the U.S., you are voluntarily agreeing to the collection, transfer, use, disclosure, and retention of your personal information in the U.S. By using our services, you agree to waive any claims that may arise under your own national laws.

When a customer uses the service, their personal information is transmitted over a network, which could potentially be intercepted by unauthorized third parties. New Wave aims to minimize this risk but cannot guarantee completely secure or error-free transmissions.

New Wave advises you to be careful when transmitting personal information online and to utilize encryption technology when available. This includes using websites with "https" in the address bar and a padlock icon in the browser window.

New Wave does not intentionally collect or use personal information from individuals under 18. If you are under 18, please do not try to register for our services or share personal information with us. If we discover personal information collected from someone under 18, we will delete it as fast and completely as possible. If you think your child under 18 may have given us personal information, contact us at support@newwavebb.com.

What types of information does this privacy policy cover?

New Wave collects several types of customer information via various channels, including the website, call centers, mail, kiosks, and social networks. This information, classified as personal or non-personal, is used internally to improve and personalize our service, communicate with customers, fulfill requests, and analyze usage. Your personal information may be shared with affiliates and third parties as detailed below:

PERSONAL INFORMATION

What information does New Wave collect and how does New Wave use this information?

Personal information refers to the data you provide us with voluntarily or indirectly through your use of our service or website. This data is directly associated with or reasonably linked to a specific person, computer, or device. For instance, we collect and store personal information such as your name, email, phone number, billing address, and billing details (like credit card or other financial account information) during registration, service installation, maintenance, or upgrade at your premises. We also collect this information when you contact us about the service and through your account settings.



This information may include the nature of your devices or other properties using the service. You may need to provide certain personal information to register with us, assist us in improving your service, troubleshoot problems, or enhance the quality of the service.

We will communicate with you if you have provided us with the means to do so. For instance, if you've given us your email address or phone number, we will email or call you about your use of the service, product improvements, upgrades, and other transactional information about your service.

We may also combine your personal information with additional personal information obtained from our Facebook pages or other social network platforms, affiliates, operational service providers (third-party companies that provide or perform services on our behalf), or other companies, like credit bureaus, background check firms, and marketing research companies.

Some forms of non-personal information will be classified as personal information if required by law or when such information is directly associated with or reasonably linked to a specific person, computer, or device, or is combined with other personal information.

NON-PERSONAL INFORMATION

Website information, use of cookies, and other similar tracking technology.

When you access New Wave's website, we collect various non-personal information. This includes server log data from your browser or device, potentially including your IP address, unique device identifier, "cookie" information, the type of browser or device used, and the page or feature you requested. (IP address and device identifiers are typically classified as non-personal information unless we are required to do so by law.)

Cookies and web beacons are text file identifiers we transfer to your browser or device. They help us recognize your browser or device and monitor how and when pages and features on our website are visited and by how many people. You can adjust your browser or device preferences to limit or prevent acceptance of cookies or similar technology, but this may restrict access to certain website features.

If you click on a link to a third-party website, they may also transmit cookies to you. Our privacy policy does not cover the use of cookies by third parties, and we are not responsible for their policies and practices.

We use personal and non-personal information to enhance our website and services. For instance, this data helps us understand the frequency of use of a particular feature, and which products and services are most interesting to our users. We use this knowledge to make our website as useful and interesting to as many users as possible, and to refine our service offerings.

We continually analyze our website performance; you may not opt out of this use of cookies or other personal or non-personal information. As technology improves, we may implement innovative technologies and monitoring techniques without prior notification to improve our services.



NETWORK INFORMATION.

We utilize network data to optimize the performance of the New Wave network. We don't monitor website content or email communications as part of standard network management. Typically, we only monitor and retain the following:

- Service usage times.
- Usage patterns, such as visited websites, data sent or received, or other activities.
- Data volume transmitted and received through the service.
- Overall performance data of the provider equipment installed on customer's property and its interaction with the New Wave network.

How is personal information used for marketing and advertising purposes?

New Wave uses your personal information to send marketing and advertising messages related to our service and website. These messages can be sent via email, postal mail, or phone (including voice, text, and pre-recorded calls). Our advertising messages may be based on your visits to our website. This could be general advertising or "contextual advertising," which is advertising related to the specific content or subject matter you're viewing.

We may also send you "first party advertising," which is advertising tailored to your usage history of our services. This might also include information from our Facebook fan page or other social media platforms. First party advertising is based only on the information we collect from you – not from your visits to other websites across the internet.

You can opt out of first party advertising, but not contextual advertising. Contextual advertising doesn't use personal information and is based solely on the content or webpage you're viewing. Even if you opt out of first party advertising, you may still receive general advertising, but it won't be customized or personalized for you.

New Wave does **not** offer third party "network advertising," which is advertising based on your internet usage across different third-party websites or online services. This type of advertising involves multiple third-party websites and online services, creating a "network" of advertising providers.

Since we don't offer network ads, we don't recognize the "**do not track**" settings on various internet browsers. We don't engage or allow third parties to track you across the internet and across time for advertising purposes.

LINKS TO OTHER WEBSITES AND ONLINE SERVICES

New Wave's website and social media platforms might have different content and features and may link to third-party websites or services. However, our privacy policy only applies to New Wave and our partners. Just because we have a link doesn't mean we endorse, recommend, or sponsor the linked content, products, services, businesses, or privacy practices. We encourage customers to stay informed when they leave our website or social media platforms.



Will New Wave share customer personal information?

We only share your personal information with third parties (including our affiliates) as detailed in this privacy policy, and with your prior consent. We can use, disclose and process any non-personal information we collect from you. We won't rent, sell, or disclose your personal information for marketing or promotional purposes to anyone not related to us, unless it's part of a sale, merger, or corporate restructuring. We share your personal information for these reasons:

- **To our affiliates:** We rely on our affiliates to provide our service. These are companies related to us by common ownership or control. We may share your personal and non-personal information with our affiliates for business, operational, promotional and marketing purposes.
- **To operational service providers:** We contract with other companies to perform tasks or services for us and need to share your personal information to provide products or services to you. For example, we might use a payment processing company to manage your transactions, or contract with third parties to optimize our network. Our service providers don't have the right to use your personal information beyond what's necessary to assist us unless we say otherwise.
- **For business transfers/restructuring:** We could buy or sell assets or be bought or sold ourselves. In these transactions, your personal information is usually one of the business assets that would be disclosed and transferred. If we (or our assets) are acquired, or if we go out of business, enter bankruptcy, or go through a change of control, re-organization or financing arrangement, your personal information could be one of the assets disclosed or transferred to a third party.
- **For protection:** We can access, read, preserve, and disclose any personal information we have if we believe it's necessary to enforce our services' terms and conditions, protect our network, website, and assets, or protect our affiliates, employees, service providers, users, subscribers, third party licensors or suppliers, or the public.
- **When required by law or in response to legal process:** We can access, read, preserve, and disclose any personal information we have if we're required to by law or legal process, or if we believe we're required to by law or legal process.

Is customer personal information secure?

New Wave makes reasonable efforts to safeguard customer account information and other personal data in its records through administrative, technical, and physical security measures. Yet, it cannot guarantee total security due to potential unauthorized access, hardware or software failure, and other factors.

Customers are responsible for securing their account and personal information by choosing sturdy passwords, limiting device access, and signing out after use. It's crucial to notify New Wave if account details are shared with unauthorized individuals.

New Wave will verify customer identification when contacted. Customers should not respond to emails or texts asking for sensitive personal information like social security numbers, banking details, or driver's license numbers. If such a message is received, please contact our privacy administrator immediately: support@newwavebb.com



For New Wave's IT support services, access to a customer's desktop for troubleshooting is limited to the specific session. New Wave cannot access a customer's computer without their awareness, consent, and participation.

What personal information can customers access, modify and/or delete?

Customers can access the following personal information in their accounts:

- Full name
- Username
- Email address
- Telephone number
- Billing address
- Account and billing information

By contacting New Wave at support@newwavebb.com, or through any online portal we may create, customers can view, modify, and in some cases, delete the personal information listed above. However, New Wave might maintain historical email, billing, and/or service addresses for security and verification purposes. Such information cannot be deleted.

When customers update their personal information, New Wave may keep a copy of the unrevised data for internal security and recordkeeping. Some information may remain in our records even after it's been modified, amended, or deleted. New Wave may use aggregated data derived from or incorporating your personal information after you update or delete it, but not in a way that personally identifies you. We may also keep personal information about your use of the service after you are no longer a customer, as required by our business practices, law, and/or tax reporting purposes.

The information customers can view, update, and delete may change. If customers have any questions about viewing or updating the information we have on file, please contact New Wave at support@newwavebb.com.

What third party disclosure choices do customers have?

Customers can choose not to share personal information with New Wave, but certain information is necessary for us to provide our service. Customers can opt out of sharing information for marketing or advertising, but not for business operations.

Customers can opt out of email marketing from New Wave by using the “unsubscribe” link in each email. Before we send a promotional text or pre-recorded call, we will get the customer's consent. This consent can be given through voice recording, email, text message, postal mail, or telephone key press. Non-promotional pre-recorded calls do not require written consent unless they are sent to a wireless device. Customers understand and agree that such promotional texts and calls may be auto dialed and are not tied to the purchase of the service. To stop receiving text messages, reply “stop” or “unsubscribe”. To opt out of pre-recorded calls, follow the instructions in the call. However, customers will still receive calls related to debt collection and their current service. Customers can also opt out of first party advertising but not contextual advertising, as described in the “use of personal information for marketing or advertising purposes” section above.

Customers cannot opt out of New Wave's use of cookies or similar technology, or our use of personal and non-personal information for internal analytics, service performance measurement, or to maintain and protect our network.



Indirect end user phone contact information (personal identifiable information)

New Wave serves as the data processor for indirect end user personal identifiable information, with our clients acting as the data controller. When processing and protecting this data, New Wave Broadband ensures all actions align with the instructions of the data controller.

Will this privacy policy ever change?

New Wave is always striving to improve our service. Because of this, we occasionally need to update our privacy policy to reflect changes in our business practices, service offerings, and local, state, or federal laws. We also make minor stylistic, organizational, and grammatical changes to make our privacy practices easier to read.

We will notify customers of any changes by posting a notice on our website <https://newwavebb.com> with the effective date of the revised privacy policy. We may also send an email or use other means of communication as required by law. If you haven't given us your email address or updated your contact information, legal notices will still apply to your use of the service. You are responsible for reading and understanding all notices posted on our website. Continued use of the service or website after notice of changes have been given indicates your acceptance of the changes, except where further steps are required by law.

The use of your personal information is governed by the privacy policy in effect at the time you subscribed to the service or first visited our website. If we decide to use or disclose personal information in a way that is significantly different than stated in our privacy policy at the time you subscribed or visited our website, we will provide an opportunity for you to consent to such use or disclosure. Depending on the circumstances, this may include an opt-out option.

What if you have questions or comments about this privacy policy?

If you have any questions or concerns regarding New Wave's privacy practices and policies, please contact new wave at support@newwavebb.com.