

Cablelynx Broadband Privacy Policy

Introduction

This Online Privacy Policy describes how WEHCO Video, Inc., and its operating affiliates — Cam-Tel Company; Vicksburg Video, Inc.; Resort Television Cable Company, Inc.; Hope Community T.V., Inc.; Prescott Video, Inc.; Longview Cable Television Company, Inc.; Kilgore Video, Inc.; Pine Bluff Cable Television, Inc.; East Arkansas Video, Inc.; White County Video, Inc.; Tahlequah Cable Television Co., Inc.; and Bald Knob Video, Inc. — together doing business as Cablelynx Broadband (hereinafter: “Cablelynx”) collect, use and protect information when you use our websites, portals, apps or other digital services that link to this policy.

By using any Cablelynx service, including www.cablelynx.com, you agree to the practices outlined in this Privacy Policy and our Visitor Agreement.

1. Information We Collect

Through Google Analytics we anonymously obtain information regarding demographics and interests of visitors to our site. Analyzing the demographics and interests of our users help us to improve our services and online presence to better meet the needs and wants of our visitors. We do not collect any personal information from visitors of our site, except information directly provided by visitors, e.g. for the purpose of registration, making a purchase, signing up for a newsletter, responding to a survey or completing a contact form.

We collect information from you when you:

- Register for online account access or services;
- Submit a payment, request, or customer support inquiry;
- Interact with our websites, apps, or email communications.

This includes:

- Personal information (e.g., name, mailing address, phone number, email address);
- Account and subscription data (e.g., services ordered, billing preferences);
- Payment information (e.g., last four digits of card used, billing method);
- Technical data (e.g., IP address, browser/device type, access logs);
- Behavioral data (e.g., pages visited, time spent, clickstream activity).

2. How We Use Your Information

We use your information to:

- Deliver and manage your Cablelynx services;
- Process payments and maintain your account;
- Communicate important service-related updates;

- Analyze how our services are used to improve performance and usability;
- Personalize your digital experience;
- Comply with applicable laws and regulations.

We may also use customer data internally for aggregated reporting, usage trends, service planning, and business decision-making. This data may include PII, account history, and transaction patterns, but we do not sell this information to any third parties.

3. Marketing Communications and Opt-Out Rights

Cablelynx may send marketing emails or messages about special offers or community events.

You may opt out of marketing emails, postcards, or other promotional communications, at any time by contacting Cablelynx Customer Service at **1-800-903-0508** or emailing support@cablelynx.com.

Opting out of marketing communications will not affect your ability to receive services or access your account.

However, you may not opt out of transactional or service-related communications, including:

- Payment confirmations;
- Outage notifications;
- Terms or policy updates;
- Legally required notices.

CAN-SPAM Act Compliance

Cablelynx complies with the Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act. All marketing emails we send will:

- Clearly identify the sender;
- Include accurate subject lines and reply-to information;
- Provide a clear and easy method to unsubscribe from future marketing emails.

Requests to opt out of marketing messages will be honored promptly in accordance with applicable law.

4. How We Share Your Information

We do not sell your personal data. We may share limited information with:

- Authorized service providers who perform services on our behalf (e.g., billing, support, analytics);
- Law enforcement or regulators as required;
- Internal Cablelynx entities for business planning and compliance.

All shared data is provided under confidentiality and security obligations.

5. Cookies and Tracking Technologies

Our websites may use cookies, web beacons, tracking pixels, and similar technologies to:

- Maintain session status and user preferences;
- Understand how visitors use our websites and applications;
- Deliver relevant content and advertising.

You may manage cookie preferences through your browser settings. However, disabling cookies may limit some functionality of the website. At this time, Cablelynx does not respond to browser-based “Do Not Track” signals.

Google Analytics and Advertising Tools

Cablelynx uses third-party analytics and advertising tools, including those provided by Google, to help us measure, understand, and improve how users interact with our digital platforms.

Specifically, we have implemented Google Analytics, Remarketing with Google AdSense, Google Display Network Impression Reporting, and Demographics and Interests Reporting.

Google, as a third-party vendor, uses cookies (including the DART cookie) and tracking pixels to serve ads based on users’ past visits to Cablelynx.com and other websites. These technologies allow Google and Cablelynx to collect non-personally identifiable information, such as:

- Page views and time on site;
- Browser and device types;
- General location (based on IP);
- Demographic insights (e.g., age, gender, interests);
- Interaction with ads served on our site or elsewhere on the internet.

Cablelynx uses this data for internal business analytics, marketing optimization, and to personalize your experience. We do not use or allow access to personally identifiable information through these tools.

Opting Out

Users may opt out of Google’s use of the DART cookie and personalized ads by visiting:

[Google Ads Settings](#)

[Google’s Advertising Privacy Policy](#)

You can also opt out of Google Analytics tracking by installing the [Google Analytics Opt-Out Browser Add-on](#).

6. Children’s Privacy

We do not knowingly collect personal information from children under 13. If we learn we have inadvertently received data from a child, we will delete it promptly. When it comes to the collection of personal information from children under 13, the Children's Online Privacy

Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

7. Data Security and Retention

We implement administrative, technical, and physical safeguards to protect personal data. Information is retained only as long as necessary for the purposes described or to comply with legal requirements. Should a data breach occur, Cablelynx will notify affected users via email within 7 business days of identifying the violation.

8. Your Rights and Choices

You may contact us to update or correct personal information, change marketing preferences, and/or request data deletion, subject to retention obligations.

Call 1-800-903-0508 or email support@cablelynx.com to make a request.

9. Changes to This Policy

We may revise this Privacy Policy at any time. Updates will be posted at www.cablelynx.com/privacy with a new effective date.

10. Contact Us

For questions about this Privacy Policy or our data practices, contact:

WEHCO Video, Inc.

Attn: Legal Department

PO Box 2221

Little Rock, AR 72203

Phone: 501-378-3529

Email: support@cablelynx.com