

# **BLOOMER TELEPHONE COMPANY PRIVACY STATEMENT**

BLOOMER TELEPHONE COMPANY is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to BLOOMER TELEPHONE COMPANY's website and governs data collection and usage. By using the BLOOMER TELEPHONE COMPANY website, you consent to the data practices described in this statement.

## **Collection of your Personal Information**

BLOOMER TELEPHONE COMPANY collects personally identifiable information, such as your email address, name, home or work address or telephone number. BLOOMER TELEPHONE COMPANY also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites.

Information about your computer hardware and software is also automatically collected by BLOOMER TELEPHONE COMPANY. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used by BLOOMER TELEPHONE COMPANY for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the BLOOMER TELEPHONE COMPANY website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through BLOOMER TELEPHONE COMPANY public message boards, this information may be collected and used by others. Note: BLOOMER TELEPHONE COMPANY does not read any of your private online communications.

BLOOMER TELEPHONE COMPANY encourages you to review the privacy statements of websites you choose to link to from BLOOMER TELEPHONE COMPANY so that you can understand how those websites collect, use and share your information. BLOOMER TELEPHONE COMPANY is not responsible for the privacy statements or other content on websites outside of the BLOOMER TELEPHONE COMPANY family of websites.

## **Use of your Personal Information**

BLOOMER TELEPHONE COMPANY collects and uses your personal information to operate the BLOOMER TELEPHONE COMPANY website and deliver the services you have requested.

BLOOMER TELEPHONE COMPANY also uses your personally identifiable information to inform you of other products or services available from BLOOMER TELEPHONE COMPANY and its affiliates. BLOOMER TELEPHONE COMPANY may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

BLOOMER TELEPHONE COMPANY does not sell, rent or lease its customer lists to third parties. BLOOMER TELEPHONE COMPANY may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (email, name, address, telephone number) is not transferred to the third party. In addition, BLOOMER TELEPHONE COMPANY may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to BLOOMER TELEPHONE COMPANY, and they are required to maintain the confidentiality of your information.

BLOOMER TELEPHONE COMPANY does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

BLOOMER TELEPHONE COMPANY keeps track of the websites and pages our customers visit within BLOOMER TELEPHONE COMPANY, in order to determine what BLOOMER TELEPHONE COMPANY services are the most popular. This data is used to deliver customized content and advertising within BLOOMER TELEPHONE COMPANY to customers whose behavior indicates that they are interested in a particular subject area.

BLOOMER TELEPHONE COMPANY websites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on BLOOMER TELEPHONE COMPANY or the site; (b) protect and defend the rights or property of BLOOMER TELEPHONE COMPANY; and, (c) act under exigent circumstances to protect the personal safety of users of BLOOMER TELEPHONE COMPANY, or the public.

## **Use of Cookies**

The BLOOMER TELEPHONE COMPANY website uses “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a webpage server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize BLOOMER TELEPHONE COMPANY pages, or register with BLOOMER TELEPHONE COMPANY site or services, a cookie helps BLOOMER TELEPHONE COMPANY to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same BLOOMER TELEPHONE COMPANY website, the information you previously provided

can be retrieved, so you can easily use the BLOOMER TELEPHONE COMPANY features that you customized.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the BLOOMER TELEPHONE COMPANY services or websites you visit.

## **Security of your Personal Information**

BLOOMER TELEPHONE COMPANY secures your personal information from unauthorized access, use or disclosure. BLOOMER TELEPHONE COMPANY secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

## **Changes to this Statement**

BLOOMER TELEPHONE COMPANY will occasionally update this Statement of Privacy to reflect company and customer feedback. BLOOMER TELEPHONE COMPANY encourages you to periodically review this Statement to be informed of how BLOOMER TELEPHONE COMPANY is protecting your information.

## **Contact Information**

BLOOMER TELEPHONE COMPANY welcomes your comments regarding this Statement of Privacy. If you believe that BLOOMER TELEPHONE COMPANY has not adhered to this Statement, please contact BLOOMER TELEPHONE COMPANY at [blmrtelc@bloomer.net](mailto:blmrtelc@bloomer.net). We will use commercially reasonable efforts to promptly determine and remedy the problem.

