

UScellular's Policy



Take Me To: [Biometric Information](#)
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I. Introduction

Our Privacy Policy describes the Personal Information we collect, how we use this Information, and who we share this Information with.

A. How to Read Our Privacy Policy

This Policy has been designed with transparency in mind because we follow the principle of **what you see is what you get**. Here are some pointers on how to read our Privacy Policy (or 'Policy'):

- It has been organized into sections:
 - The **Introduction** sets the tone for our Policy. This section explains how and when this Policy applies and contains some helpful information on who to contact should you have questions.
 - The **Information Processed** section describes the Personal Information we Process.
 - The **Business Purposes** section describes why we Process Personal Information and how we use the Data.
 - The **Disclose** section describes who we disclose Personal Information to.
 - **Protecting Your Information** talks about the steps we take to safeguard Personal Information.
 - Some states within our licensed markets have laws that give their residents specific privacy rights. **We respect your privacy rights**, and the **California Privacy Rights**, **Maine Privacy Rights**, and **Virginia Privacy Rights** sections specifically address these laws. Please note that these sections only apply to residents of these states.
- Each section has a short introductory paragraph that provides some helpful tips on what you'll learn.
- Finally, we think you should review the **Terms You Should Know** because they will help you understand our Policy.

B. Terms You Should Know

These terms will help you understand our Privacy Policy:

An **Account Owner** is the person who's financially responsible for their UScellular account while an **Authorized Contact** has permission to perform some activities for the Account Owner.

A **Business Purpose** is any activity UScellular takes on to meet its goals.

A **Data Subject Request** (or 'DSR') is a request from or on behalf of a person regarding their Personal Information.

Personal Information (or 'Data,' 'Information') is any data that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a person.

Processing is the creation, collection, management, storage, use, modification, distribution, or disposal of data.

Sensitive Personal Information is Personal Information that, if improperly accessed, modified, disclosed or destroyed, could increase the risk of harm, embarrassment, inconvenience, or unfairness to the person.

The term **Services** refers to our applications, networks, products, services, and websites. Our Services include voice, messaging, and data services; home internet services; and business solutions.

A **Service Provider** is any entity that has an agreement or contract with UScellular to Process Personal Information. Please keep the following in mind:

- Our Service Providers Process Personal Information on behalf of UScellular within the context of this Privacy Policy.
- Our Service Providers may not Process Personal Information beyond the parameters of their agreement or contract with UScellular.
- Our agreements or contracts with Service Providers contain privacy and security provisions reflective of the Processed information. For example, Service Providers who Process Sensitive Personal Information must agree to specific privacy and security provisions.

C. Scope

This Privacy Policy applies not only when you interact with us (for example, apply for a job, contact us, or visit a UScellular store) but also when you use our Services. Please keep the following in mind:

- You give us permission to Process your Personal Information when you interact with us or use our Services.
- Some of our Services may have additional disclosures, added terms and conditions, or a different privacy policy. When this happens, you will have the chance to review these before we Process your Personal Information.
- Some states within our licensed markets have laws that give specific privacy rights to their residents. Some parts of our Privacy Policy only apply to residents of these states.

D. Limitations

Our Services may be used to access third-party products that have no relationship with UScellular. For example, you may purchase from an online retailer, access social media, or use a third-party application through our Services. You may be subject to a third-party privacy policy in this scenario; UScellular has no control or influence over how third parties Process your Personal Information.

E. Changes to our Privacy Policy

We review and update our Privacy Policy every year. We may also make changes to our Privacy Policy for other reasons, like to reflect changes to our Services or to fulfill legal requirements.

UScellular will notify you through our website if we make material changes to how we Process your Personal Information.

F. Effective

Our Privacy Policy was reviewed and updated on **March 1, 2024**.

G. Contact

We follow the principle of **Less is more**, hence this Policy has been designed to be straightforward so there's no guesswork. However, if you have questions about this Policy, please contact our Consumer Rights team:



Via Email: consumerrights@uscellular.com



Via Mail:
UScellular®
Attn: Director, Consumer Rights
8410 W. Bryn Mawr Ave.
Chicago, IL 60631-3486



II. Information Processed

This section describes the Personal Information Processed by UScellular during the twelve months prior to the effective date of this Policy. We intend to continue Processing this Data for the foreseeable future. This section also draws in content from the [Business Purposes](#) and [Disclose](#) sections. Here's how it works:

- In parts A (Categories of Personal Information) and B (Categories of Sensitive Personal Information), we sort the Personal Information Processed by UScellular into categories. This is done to group similar content and organize the Data.
- The categories are listed in alphabetical order.
- Each category has a short list:
 - The **Definition** describes that category.
 - That category **Includes** the listed Personal Information.
 - **Business Purposes** are UScellular's reasons for Processing that category. This shows *why* we Process that Personal Information.
 - **Disclose** are categories of third parties UScellular discloses Personal Information to. This shows *who* may receive that Personal Information.
- In part C (Sources of Personal Information), we show where and how we collect Personal Information.
- In part D (Other Information), we describe other aspects of the Personal Information Processed by UScellular.

A. Categories of Personal Information

1. Account and Commercial Information

Definition: Information that pertains either to a person's UScellular account or their transaction history.

- **Note:** Account and Commercial Information may include Customer Proprietary Network Information; please see our [CPNI Notice](#) for more details.

Includes: Billing address, account balance, account number, account status, account type, service agreement information, payment or transaction history, and Services purchased.

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Marketing • Provide Services

Disclose: Affiliated Service Providers • Customer Service and Sales Service Providers • Fraud Prevention and Security Service Providers • IT Service Providers • Marketing Service Providers

2. Audio or Visual Information

Definition: Information that pertains to the recording, copying, playback, or display of audio or visual media.

- **Note:** Not all Audio or Visual Information Processed by UScellular may be reasonably linked, directly or indirectly, with a person.

Includes: Call recordings (when you contact UScellular support), photographs (when you attend a sponsored event or verify your identity) or video surveillance (when you visit a UScellular store).

Business Purposes: Fraud Prevention and Security • Marketing • Workforce Management

Disclose: Customer Service and Sales Service Providers • Fraud Prevention and Security Service Providers • IT Service Providers • Marketing Service Providers



3. Device Identifiers and Information

Definition: Data that represents or describes a device.

Includes: Electronic Serial Numbers (ESN), Mobile Equipment Identifier (MEID), Advertising IDs, and device configurations or settings (such as make, model, operating system, software).

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Marketing • Provide Services

Disclose: Customer Service and Sales Service Providers • Fraud Prevention and Security Service Providers • IT Service Providers • Marketing Service Providers • Roaming Partners

4. Education Information

Definition: Information that relates to a person's educational history.

Includes: Alumni affiliation, completed level of education.

Business Purposes: Customer Service and Sales • Marketing • Workforce Management

Disclose: HR Service Providers • Marketing Service Providers

5. Employment Information

Definition: Information that relates to a person's employment history.

Includes: Background check information, positions held, professional certifications or licenses.

Business Purposes: Customer Service and Sales • Marketing • Workforce Management

Disclose: Customer Service and Sales Service Providers • HR Service Providers • Marketing Service Providers

6. Geolocation Information

Definition: Geolocation Information means historical or real-time information that describes the location of a device.

UScellular collects Geolocation Information when you use our Services. For example, along with information such as originating and terminating phone numbers, the date and time of the call, and call duration, we collect cell site location information when you use our voice services. We also derive Geolocation Information from tools that analyze our wireless network. These tools estimate Geolocation Information with varying degrees of accuracy and confidence based on factors such as signal strength. We may aggregate and thus convert Geolocation Information into De-Identified Information. We typically do this to measure overall wireless network performance in a specific area.

We may also collect your city and state [typically reflective of your Internet Protocol (IP) address] when you use our applications and websites.

Includes: Cell site location information, Cellular System Identification Code (also known as 'SID,' these are used to identify the home network and roaming status of a device for billing purposes), city and state (for example, 'Madison, Wisconsin' or Knoxville, Tennessee') when you use our applications and websites, and device latitude and longitude.

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Provide Services

Disclose: Customer Service and Sales Service Providers • Fraud Prevention and Security Service Providers • IT Service Providers • Roaming Partners

7. Inferences

Definition: Assumptions or conclusions made about a person based upon their Personal Information.

Includes: Buying habits and purchasing tendencies.

Business Purposes: Fraud Prevention and Security • Marketing

Disclose: Fraud Prevention and Security Service Providers



8. Personal Characteristics

Definition: Information that describes a person.

Includes: Age, eye color, gender, height, income level, language preference, sex, weight.

Business Purposes: Fraud Prevention and Security • Marketing

Disclose: Fraud Prevention and Security Service Providers

9. Personal Identifiers

Definition: Data that represents a person.

Includes: Name, email address, street address, telephone number, and date of birth.

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Marketing • Provide Services • Workforce Management

Disclose: Affiliated Service Providers • Customer Service and Sales Service Providers • Fraud Prevention and Security Service Providers • HR Service Providers • IT Service Providers • Marketing Service Providers

10. Services Information

Definition: Information we Process when a person uses our Services.

- **Note 1:** Services Information may include Customer Proprietary Network Information; please see our [CPNI Notice](#) for more details.
- **Note 2:** Some of our Services may use Cookies; please see our [Cookie Policy](#) for more details.

Includes: Voice service usage (such as date and time of call, call duration, etc.), text messaging usage (such as date and time of usage, originating and terminating phone numbers, etc.), data usage (such as date and time of usage, volume of data consumed, etc.), internet activity information (such as application information, clickstream, Internet Protocol address, search terms, website address, etc.), and performance information (such as latency or signal strength).

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Marketing • Provide Services • Workforce Management

Disclose: Affiliated Service Providers • Customer Service and Sales Service Providers • Fraud Prevention and Security Service Providers • IT Service Providers • Marketing Service Providers • Roaming Partners

B. Categories of Sensitive Personal Information

1. Biometric Information

Definition: Biometric Information means an individual's voiceprints, facial shape, fingerprint, retina or iris scan, scan or record of hand or face geometry, or information based on any of the foregoing that is used to identify an individual.

Note: Please see our [Biometric Information Policy](#) for more details.

Business Purposes: Fraud Prevention and Security

Disclose: Fraud Prevention and Security Service Providers

2. Financial Information

Definition: Information that pertains to a person's financial accounts.

Includes: Credit history, credit reports, credit score, payment card information (such as account number, cardholder name, expiration date, etc.), and bank account information (such as account number, routing number, etc.).

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Provide Services

Disclose: Affiliated Service Providers • Customer Service and Sales Service Providers • Fraud Prevention and Security Service Providers • IT Service Providers



3. Precise Geolocation Information

Definition: Precise Geolocation Information means historical or real-time information that describes the location of a device within a radius of 1,850 feet. UScellular derives Precise Geolocation Information from tools which analyze our wireless network. These tools estimate Precise Geolocation Information with varying degrees of accuracy and confidence based upon factors such as signal strength.

Includes: Device latitude and longitude.

Business Purposes: Compliance • Fraud Prevention and Security • Provide Services

Disclose: Fraud Prevention and Security Service Providers • IT Service Providers

4. Protected Characteristics

Definition: Information that describes a person and is protected by law.

Includes: Ancestry, race, ethnicity, national origin, citizenship, and disability.

Business Purposes: Compliance • Workforce Management

Disclose: HR Service Providers

5. Sensitive Personal Identifiers

Definition: Data that represents a person.

Includes: Social Security Number, a government-issued identification card number (such as passport number, driver's license number, etc.), security credentials (such as password, Personal Identification Number, etc.).

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Workforce Management

Disclose: Customer Service and Sales Service Providers • Fraud Prevention and Security Service Providers • HR Service Providers • IT Service Providers

6. Sensitive Services Information

Definition: Information we Process when a person uses our Services.

Includes: Message content.

Business Purposes: Provide Services

Disclose: IT Service Providers

C. Sources of Personal Information

1. Through Direct Interaction

UScellular collects Personal Information through direct interaction.

We collect Data when you apply for a job, attend a sponsored event, contact us, establish an account, make a purchase, respond to a survey, or visit a store.

2. Through Use of our Services

UScellular automatically collects Personal Information through use of our Services.

We collect Data when you access our applications or websites, operate a business solution, or use our voice, messaging, data, or home internet services.

3. From Others

UScellular collects Personal Information from others that we have a direct or indirect relationship with.

We collect Data from credit agencies, governments, data brokers, marketing and advertising partners and other customers (through referral programs).



D. Other Information

1. Children's Information

UScellular does not knowingly Process children's Personal Information without first obtaining consent from a parent or guardian. Please keep the following in mind:

Children may not be an Account Owner or an Authorized Contact.

We recognize that some Account Owners or Authorized Contacts may allow children to use our Services. UScellular does not attempt to identify children who use our Services and will Process all Personal Information according to this Privacy Policy.

Unless we have approval from a parent or guardian, UScellular will not contact children under the age of 13 for marketing purposes.

2. De-Identified Information

We may convert Personal Information into De-Identified Information. De-Identified Information is data we get from Personal Information but has been modified so that it can't be reasonably linked, directly or indirectly, to a person (for example, the population of UScellular customers within a specific zip code or the volume of website visitors).

3. Directory Assistance

At UScellular, we neither publish nor make publicly available your Personal Information for directory assistance services.

4. Retention of Information

We retain Personal Information to accomplish a specific Business Purpose. Please keep the following in mind:

- We keep Biometric Information according to our [Biometric Information Policy](#).
- We dispose of UScellular accounts (and the information contained therein) seven years after Services have been canceled and all debts resolved.

III. Business Purposes

This section describes why we Process Personal Information and how we use the Data. We've used categories (listed in alphabetical order) to organize the content and provide some examples.

A. Categories of Business Purposes

1. Compliance

We Process Personal Information for Compliance (defined as conformity in fulfilling an official requirement).

Includes: Administer programs (such as the [Affordable Connectivity Program](#)); conduct audits; laws and regulations; respond to lawful demands or requests; quality assurance; tax administration and management.

2. Customer Service and Sales

We Process Personal Information for Customer Service and Sales (defined as assistance or support for those who buy or use our Services).

Includes: General and technical support, account creation, management and cancellation, communications, discounts, and transaction processing; resolve disputes; appointment scheduling; manage sales leads; order, payment, shipping and delivery.

3. Fraud Prevention and Security

We Process Personal Information for Fraud prevention and Security. Fraud is the deliberate misrepresentation of facts in order to obtain something of value from UScellular or the data subject. Security describes any process or technique that protects UScellular's assets, customers, or the general public.

Includes: Authenticate data subjects; conduct analysis; detect, prevent and investigate fraud or security events and incidents; enforce our Terms and Conditions, measure creditworthiness and payment risk; monitor and protect our Services; prosecute nefarious actors; protect our property and legal rights; verify access.



4. Marketing

We Process Personal Information for Marketing (defined as the advertising, promotion, and selling of our Services). We may use your Information to suggest tailored experiences, products, promotions, and services. For example, we may recommend a specific product to you while offering a promotional discount. Marketing also includes UScellular's use of Cookies; please see our [Cookie Policy](#) for more details.

Includes: Analyze or measure efficacy; administer contests and sweepstakes; conduct focus groups and surveys; deliver, develop, improve, and manage marketing campaigns (including digital advertising) or promotional offers; develop predictive models; formulate insights; generate sales leads; send marketing communications, sponsor events.

5. Provide Services

We Process Personal Information to provide Services.

Includes: Billing and collections; deliver, improve, manage, operate, and repair our Services; develop new Services; facilitate emergency services; [limit Robocalls](#); device protection, performance analysis and measurement; route voice, messaging, and data services.

6. Workforce Management

We Process Personal Information for Workforce Management (defined as any process or technique to evaluate and hire talent and optimize employee productivity).

Includes: Applicant processing; employment verification; management and scheduling; compensation and benefits; goal setting; internal communications; recordkeeping; resource allocation; and training.

IV. Disclose

This section describes the types of third parties who we may disclose Personal Information to. Again, we've used categories (listed in alphabetical order) to organize the content.

A. Categories of Third Parties

1. Affiliated Service Providers

We disclose Personal Information to Affiliates who are also Service Providers.

- An Affiliate is a company that's owned by UScellular's parent, Telephone and Data Systems.
- Our Affiliates provide printing and mailing services and perform activities such as payment processing.

2. Customer Service and Sales Service Providers

We disclose Personal Information to Service Providers who assist or support those who buy or use our Services. These Service Providers support account creation and management, order processing, and shipping and delivery.

3. Fraud Prevention and Security Service Providers

We disclose Personal Information to Fraud Prevention and Security Service Providers.

4. HR Service Providers

We disclose Personal Information to Human Resources (HR) Service Providers who help us evaluate and hire talent and optimize employee productivity.

5. IT Service Providers

We disclose Personal Information to Information Technology (IT) Service Providers who help us deliver, improve, manage, operate, and repair our applications, networks, products, services, and websites.

6. Marketing Service Providers

We disclose Personal Information to Service Providers who help us advertise, promote, and sell our Services.



7. Roaming Partners

We disclose Personal Information for roaming. Please keep the following in mind:

- If you are roaming domestically or internationally on the network of another carrier or Wi-Fi service provider, your wireless telephone number, your location, and the numbers you dial and other information about your usage will be collected, stored and shared by the carrier providing the services.
- If you are roaming domestically, the privacy policy of the carrier providing your roaming services will apply.
- If you are roaming internationally, the collection and use of your roaming information may be subject to the regulation and privacy policy applicable in the country in which the carrier is providing services that may be different than the privacy regulations within the United States.

B. Other Disclosures

1. Account Owners and Authorized Contacts

We disclose Personal Information to Account Owners and Authorized Contacts. Please keep the following in mind:

- Account Owners have complete access to their UScellular account.
- Authorized Contacts may perform some activities on behalf of the Account Owner. For example, Account Contacts may make inquiries, receive account information, pay the bill, change the service plan or make other changes.
- Authorized Contacts cannot change the Account Owner's or another Authorized Contact's Personal Information.
- Account Owners may add, change or remove an Authorized Contact at any time.

2. Additional Scenarios

UScellular may disclose Personal Information in the following scenarios:

- If we acquire or are acquired by another company.
- If we become insolvent, declare bankruptcy or fall into receivership.
- If we merge with another company.
- If we reorganize our company.
- If we sell some or all of our assets.
- If we transition any of our Services to another Service Provider.
- To protect our rights and property.

3. Government, Court Actions, and Law Enforcement

Similar to other companies, UScellular is required to comply with court orders, lawful discovery requests, subpoenas, etc. When we reasonably believe that we are required to comply with a legal demand, we disclose Personal Information to local, state, and federal agencies, law enforcement, regulators, and other governmental representatives. We may also disclose Personal Information to another party as part of a civil action.

- We publish an annual [Transparency Report](#) that describes the legal demands for customer information processed by UScellular.

4. Public Safety

UScellular may disclose Personal Information for the protection of the general public. Please keep the following in mind:

- UScellular reports child pornography to the National Center for Missing and Exploited Children.
- UScellular will contact the proper authorities should we believe a person is in immediate danger.



V. Protecting Your Information

We give you peace of mind and focus on protecting the privacy and security of your Information so you can rest easy. UScellular uses a variety of methods to safeguard your Personal Information, including:

We have policies and procedures about the protection of Personal Information.

We train our employees to protect Personal Information.

Access to Personal Information is controlled and proportionate to the specific Business Purpose.

Employees and Service Providers are obligated to protect Personal Information and may be penalized if they fail to meet their obligations.

UScellular adopts leading practices from organizations such as the Center for Internet Security.

The unfortunate reality is that we cannot prevent every unauthorized attempt to access your Personal Information. If you suspect an issue, please contact us by calling 888-944-9400.

VI. California Privacy Rights

Some states within our licensed markets have laws that give privacy rights to their residents. This section addresses the California Privacy Rights Act of 2020 (CPRA), which provides Californians with certain rights and choices about their Personal Information.

A. Notice at Collection of Personal Information

This section describes the categories of Personal Information and Sensitive Personal Information collected by UScellular. Here's how it works:

- You'll first see the categories of Personal Information, then the categories of Sensitive Personal Information.
- The categories are listed in alphabetical order.
- Each category has a short list:
 - The **Definition** describes that category.
 - That category **Includes** the listed Personal Information.
 - UScellular's **Business Purposes** for collecting and using that category.
 - We indicate if we **Sell/Share** that category. See our [Notice of Right to Opt-Out of Sale/Sharing](#) for more information.

1. Categories of Personal Information

a. Account and Commercial Information

Definition: Information that pertains either to a person's UScellular account or their transaction history.

- **Note:** Account and Commercial Information may include Customer Proprietary Network Information; please see our [CPNI Notice](#) for more details.

Includes: Billing address, account balance, account number, account status, account type, service agreement information, payment or transaction history, and Services purchased.

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Marketing • Provide Services

Sell/Share: UScellular does not sell/share Account and Commercial Information.

b. Audio or Visual Information

Definition: Information that pertains to the recording, copying, playback, or display of audio or visual media.

- **Note:** Not all Audio or Visual Information Processed by UScellular may be reasonably linked, directly or indirectly, with a person.

Includes: Call recordings (when you contact UScellular support), photographs (when you attend a sponsored event or verify your identity) or video surveillance (when you visit a UScellular store).

Business Purposes: Fraud Prevention and Security • Marketing • Workforce Management

Sell/Share: UScellular does not sell/share Audio or Visual Information.

c. Device Identifiers and Information

Definition: Data that represents or describes a device.

Includes: Electronic Serial Numbers (ESN), Mobile Equipment Identifier (MEID), Advertising IDs, and device configurations or settings (such as make, model, operating system, software).

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Marketing • Provide Services

Sell/Share: UScellular uses cookies and similar technologies which collect information that may describe you, your device, or your web browsing activity. This information may be used for Cross-Context Behavioral Advertising.

d. Education Information

Definition: Information that relates to a person's educational history.

Includes: Alumni affiliation, completed level of education.

Business Purposes: Customer Service and Sales • Marketing • Workforce Management

Sell/Share: UScellular does not sell/share Education Information.

e. Employment Information

Definition: Information that relates to a person's employment history.

Includes: Background check information, positions held, professional certifications or licenses.

Business Purposes: Customer Service and Sales • Marketing • Workforce Management

Sell/Share: UScellular does not sell/share Employment Information.

f. Geolocation Information

Definition: Geolocation Information means historical or real-time information that describes the location of a device.

UScellular collects Geolocation Information when you use our Services. For example, along with information such as originating and terminating phone numbers, the date and time of the call, and call duration, we collect cell site location information when you use our voice services. We also derive Geolocation Information from tools that analyze our wireless network. These tools estimate Geolocation Information with varying degrees of accuracy and confidence based on factors such as signal strength. We may aggregate and thus convert Geolocation Information into De-Identified Information. We typically do this to measure overall wireless network performance in a specific area.

We may also collect your city and state [typically reflective of your Internet Protocol (IP) address] when you use our applications and websites.

Includes: Cell site location information, Cellular System Identification Code (also known as 'SID,' these are used to identify the home network and roaming status of a device for billing purposes), city and state (for example, 'Madison, Wisconsin' or 'Knoxville, Tennessee') when you use our applications and websites, and device latitude and longitude.

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Provide Services



Sell/Share: UScellular does not sell/share Geolocation Information.

[g. Inferences](#)

Definition: Assumptions or conclusions made about a person based upon their Personal Information.

Includes: Buying habits and purchasing tendencies.

Business Purposes: Fraud Prevention and Security • Marketing

Sell/Share: UScellular does not sell/share Inferences.

[h. Personal Characteristics](#)

Definition: Information that describes a person.

Includes: Age, eye color, gender, height, income level, language preference, sex, weight.

Business Purposes: Fraud Prevention and Security • Marketing

Sell/Share: UScellular does not sell/share Personal Characteristics.

[i. Personal Identifiers](#)

Definition: Data that represents a person.

Includes: Name, email address, street address, telephone number, and date of birth.

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Marketing • Provide Services • Workforce Management

Sell/Share: UScellular does not sell/share Personal Identifiers.

[j. Services Information](#)

Definition: Information we Process when a person uses our Services.

- **Note 1:** Services Information may include Customer Proprietary Network Information; please see our [CPNI Notice](#) for more details.
- **Note 2:** Some of our Services may use Cookies; please see our [Cookie Policy](#) for more details.

Includes: Voice service usage (such as date and time of call, call duration, etc.), text messaging usage (such as date and time of usage, originating and terminating phone numbers, etc.), data usage (such as date and time of usage, volume of data consumed, etc.), internet activity information (such as application information, clickstream, Internet Protocol address, search terms, website address, etc.), and performance information (such as latency or signal strength).

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Marketing • Provide Services • Workforce Management

Sell/Share: UScellular uses cookies and similar technologies which collect information that may describe you, your device, or your web browsing activity. This information may be used for Cross-Context Behavioral Advertising.

2. Categories of Sensitive Personal Information

[a. Biometric Information](#)

Definition: Biometric Information means an individual's voiceprints, facial shape, fingerprint, retina or iris scan, scan or record of hand or face geometry, or information based on any of the foregoing that is used to identify an individual.

Note: Please see our [Biometric Information Policy](#) for more details.

Business Purposes: Fraud Prevention and Security

Sell/Share: UScellular does not sell/share Biometric Information.



b. Financial Information

Definition: Information that pertains to a person's financial accounts.

Includes: Credit history, credit reports, credit score, payment card information (such as account number, cardholder name, expiration date, etc.), and bank account information (such as account number, routing number, etc.).

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Provide Services

Sell/Share: UScellular does not sell/share Financial Information.

c. Precise Geolocation Information

Definition: Precise Geolocation Information means historical or real-time information that describes the location of a device within a radius of 1,850 feet. UScellular derives Precise Geolocation Information from tools which analyze our wireless network. These tools estimate Precise Geolocation Information with varying degrees of accuracy and confidence based upon factors such as signal strength.

Includes: Device latitude and longitude.

Business Purposes: Compliance • Fraud Prevention and Security • Provide Services

Sell/Share: UScellular does not sell/share Precise Geolocation Information.

d. Protected Characteristics

Definition: Information that describes a person and is protected by law.

Includes: Ancestry, race, ethnicity, national origin, citizenship, and disability.

Business Purposes: Compliance • Workforce Management

Sell/Share: UScellular does not sell/share Protected Characteristics.

e. Sensitive Personal Identifiers

Definition: Data that represents a person.

Includes: Social Security Number, a government-issued identification card number (such as passport number, driver's license number, etc.), security credentials (such as password, Personal Identification Number, etc.).

Business Purposes: Compliance • Customer Service and Sales • Fraud Prevention and Security • Workforce Management

Sell/Share: UScellular does not sell/share Sensitive Personal Identifiers.

f. Sensitive Services Information

Definition: Information we Process when a person uses our Services.

Includes: Message content.

Business Purposes: Provide Services

Sell/Share: UScellular does not sell/share Sensitive Services Information.

3. Retention of Information

We retain Personal Information to accomplish a specific Business Purpose. Please keep the following in mind:

- We keep Biometric Information according to our [Biometric Information Policy](#).
- We dispose of UScellular accounts (and the information contained therein) seven years after Services have been canceled and all debts resolved.



B. Notice of Right to Opt-Out of Sale/Sharing

Californians have the right to opt-out of UScellular’s Sale/Sharing of their Personal Information. Please keep the following in mind:

- Sale means renting, releasing, disclosing, disseminating, making available, or transferring Personal Information to a third party for monetary or other valuable consideration.
- Share means renting, releasing, disclosing, disseminating, making available, or transferring Personal Information to a third party or Cross-Context Behavioral Advertising (targeted advertising that’s based upon activity across websites, applications, services, etc.).

UScellular Sells/Shares Services Information for Cross-Context Behavioral Advertising. You may direct UScellular to stop Selling/Sharing your Services Information for Cross-Context Behavioral Advertising by disabling Targeting Cookies in our Cookie Preference Center.



[Cookie Preference Center](#)

C. Notice of Right to Limit Use of Sensitive Personal Information

Californians have the right to limit UScellular’s Processing of their Sensitive Personal Information to Business Purposes that are reasonable and necessary to provide requested goods and services and for other reasons allowed under applicable law.

Californians may submit a Privacy Choices Form to limit our use of your Sensitive Personal Information; UScellular accepts these as follows:

	Via Web: Privacy Choices Form
	Via toll-free telephone number: 833-500-0439

D. Summary of CPRA Rights

The CPRA provides Californians with the following rights and choices regarding their Personal Information.

1. Correct

Californians have the right to request the correction of their inaccurate Personal Information and, once we receive a verifiable request, UScellular must take reasonable steps to correct the inaccurate data.

2. Delete

Californians have the right to request the deletion of their Personal Information and, once we receive a verifiable request, UScellular must comply unless an exception applies. The CPRA lists several exceptions, including:

- The data is necessary to complete a transaction for that person.
- The data is necessary to fulfill a warranty or support a product recall.
- The data is necessary to provide goods or services requested by that person.
- The data is necessary to perform a contract between UScellular and that person.



- The data is reasonably used within the context of the ongoing business relationship between UScellular and that person.
- UScellular uses the data to identify and repair issues with our Services.
- UScellular must retain the data to comply with a legal obligation.

3. Do Not Sell/Share

Californians have the right to opt-out of UScellular's sale/sharing of their Personal Information.

4. Limit

Californians have the right to limit UScellular's use or disclosure of their Sensitive Personal Information as defined under California law.

5. Know

Californians have the right to know what Personal Information has been collected by UScellular during the twelve months prior to the in the 12 months prior to receipt of a request. If a request is made and verified, we must disclose, with respect to the Personal Information collected about the requestor, the following:

- The categories of Personal Information and Sensitive Personal Information we have collected.
- Our sources of Personal Information.
- The categories of Personal Information we sold or disclosed for a business purpose.
- The categories of third parties to whom the Personal Information was sold or disclosed for a business purpose.
- Our purposes for collecting and selling/sharing Personal Information.

Furthermore, Californians have the right to request access to specific pieces of Personal Information we have collected about them and, once we receive a verifiable request, UScellular must provide this data in accordance with California law.

6. Freedom from Discrimination

UScellular may not discriminate against Californians who exercise their rights under the CPRA.

E. Exercise Your CPRA Rights

Californians may exercise their CPRA rights and choices with UScellular as explained below.

1. Submit a DSR

Californians may submit a Data Subject Request to access, correct, or delete their Personal Information. We will accept DSRs in one of the following ways:



Via Web: [Data Subject Request Form](#)



Via toll-free telephone number: 833-500-0439

Please keep the following in mind:

- UScellular will process two verifiable Data Subject Requests within a twelve month period per eligible person.
- We reserve the right to decline excessive DSRs.
- We do not charge fees for DSRs.
- We will send a response regardless of our ability to verify your DSR.



- We typically process verifiable DSRs within 45 days. However, we may take another 45 days if we run into difficulty. We'll tell you if an extension is necessary.

a. DSR Web Instructions

1. Go to UScellular's [Data Subject Request Form](#).
2. Select the following:
 - a. For **Data Subject**, specify the relationship with UScellular.
 - i. **Associate** has worked or currently works for UScellular.
 - ii. **Authorized Agent** is authorized to submit a Data Subject Request on behalf of another party.
 - iii. **Contractor** has performed work for UScellular on a contract basis.
 - iv. **Customer** has used or currently uses Services; Customers must also select an **Account Role**:
 1. An **Account Owner** is the individual who is financially responsible for their UScellular account.
 2. An **Authorized Contact** is an individual who has been granted access to a UScellular account by the Account Owner. In some cases, an Authorized Contact may act on the Account Owner's behalf.
 3. A **User Contact** is given limited access to their specific device on an account.
 4. An **Unlisted User** has no documented affiliation with an account.
 5. **Other** may be used when unsure of the Account Role.
 - v. **Job Applicant** has applied for a job at UScellular.
 - vi. **Prospective Customer** has never used Services.
 - b. Select a type of **Request**.
 - i. Select **Categories** if you want us to provide a summary report that describes the categories of Personal Information that's Processed by UScellular.
 - ii. Select **Correction** if you want UScellular to correct inaccurate Personal Information.
 - iii. Select **Deletion** if you want UScellular to delete Personal Information.
 - iv. Select **Specific Pieces** if you want us to provide the specific pieces of Personal Information that's Processed by UScellular.
 - c. Select a **Final Response** transmission method.
 - i. Select **Email** if you want the final response, with applicable artifacts, to be electronically delivered to the provided email.
 - ii. Select **Mail** if you want the final response, with applicable artifacts, to be physically delivered to the provided address.
3. For all DSRs, enter the following information in the corresponding fields:
 - a. **First Name**
 - b. **Last Name**
 - c. **Email** (we will communicate about the DSR via this email address)
 - d. **Address** (Customers should provide their UScellular billing address)
 - e. **City**
 - f. **State**
 - g. **Zip**
 - h. **Country**
4. Additionally, **Customers** must enter the following information in the corresponding fields:
 - a. **UScellular Wireless Phone Number**
 - b. **UScellular PIN** when the **Account Role** is **Account Owner**, **Authorized Contact**, or **User Contact**.
 - c. **Mobile Equipment Identifier (MEID)** when the **Request** is for **Specific Pieces**.
5. Click the box next to **I'm not a robot** (reCAPTCHA).
6. Click **Submit**.
7. Answer the knowledge-based authentication questions after clicking **Submit**.
8. We will communicate with you about the DSR through a secure web portal. We will send a link to this secure web portal to the email provided. The secure web portal will contain further information.



b. DSR IVR Instructions

1. Dial: **833-500-0439**
2. After the prompt, clearly:
 - a. State and spell your first name, last name, and email address.
 - b. State your phone number.
3. Press pound when complete.
4. We will communicate with you about the DSR through a secure web portal. We will send a link to this secure web portal to the provided email. UScellular will send a response regardless of our ability to verify your identity or locate matching information in our systems.

c. DSR Authorized Agent Instructions

An Authorized Agent is a person or a business that a Californian has authorized to act on their behalf. Any Californian may designate an Authorized Agent to submit their Data Subject Request.

Should you designate an Authorized Agent to submit your DSR to UScellular, unless you have given power of attorney to this Authorized Agent, we may need you to do the following:

- Provide the Authorized Agent with signed permission to submit your Data Subject Request;
- Verify your identity directly with UScellular; or
- Directly confirm with UScellular you provided the Authorized Agent permission to submit your DSR.

UScellular may deny a Data Subject Request from an Authorized Agent that cannot prove that they were authorized to act on your behalf.

If you want to submit a DSR as an Authorized Agent, please refer to the instructions found in the [DSR Web Instructions](#) or [DSR IVR Instructions](#) sections.

d. How We Verify DSRs

UScellular verifies Data Subject Requests in the following ways:

1. First, knowledge-based authentication questions (for example, *what is your pet's name?*) are presented immediately after submitting our Data Subject Request Form. These questions must be answered correctly before progressing to the next step because this is how we verify your identity.
2. We then reference the submitted Data Subject Request Form to search our systems. Should we find a record (for example, an account), we then match the completed Data Subject Request Form to that record. This is how we verify that you are authorized to access, correct, or delete the Personal Information.

VII. Maine Privacy Rights

The Act to Protect the Privacy of Online Customer Information ("Maine's BSP Privacy Act") regulates the use, disclosure, sale, access and protection of customer personal information by Providers of broadband Internet access service ("BSPs") that provide service to customers who are physically located and billed for broadband services received in Maine. UScellular respects the rights of our Maine resident customers to exercise their rights and, when providing broadband Internet access services, will:

- Collect, retain, use, disclose, sell and permit access to customer personal information for specific purposes as allowed in the Maine's BSP Privacy Act without customer approval;
- Use, disclose, sell or permit access to customer personal information only with the customer's prior express, affirmative consent except as allowed under the law, as further explained below; and
- Not refuse to serve a customer, or charge a penalty, or offer a discount based on the customer's decision to provide or not provide consent.

"Broadband Internet access service" means a mass-market retail service that provides the ability to transmit data to and receive data from all or substantially all Internet endpoints, such as the ability to access retail websites, or social media sites.



“Customer” means an applicant for or current or former subscriber of broadband internet access service provided in Maine.

“Customer personal information” means:

- information that personally identifies a customer, including customer’s name, billing information, and demographic data; and
- information about a customer’s use of broadband Internet access service such as web browsing history, application usage, device identifiers.

Under Maine’s BSP Privacy Act, UScellular may collect, retain, use, disclose, sell and permit access to Customer personal information without Customer approval for several purposes. Specifically, UScellular may use Customer personal information to provide broadband Internet access services as well as for services necessary to provide the services, including billing and collecting payment for the services, advertising or marketing our communications-related services to the Customer, protecting Customers from fraudulent, abusive or unlawful use or subscription to such services, complying with lawful orders, and providing geolocation information for emergency services.

Unless allowed in Maine’s BSP Privacy Act, UScellular will obtain express, affirmative consent from Customers for any other uses, disclosures, sales or access to Customer personal information. And, UScellular will not refuse to serve a Customer who does not provide consent or charge a penalty or offer a discount based on the Customer’s decision to grant or withhold consent.

The BSP Privacy Act also allows UScellular to use, disclose, sell or permit access to information it collects pertaining to a Customer that is not Customer personal information, unless the Customer provides written notice directing UScellular not to do so.

Maine Customers may exercise their rights under the BSP Privacy Act by emailing us at consumerrights@uscellular.com or via mail:

UScellular
Attn: Director, Consumer Rights
8410 W. Bryn Mawr Ave.
Chicago, IL 60631-3486

VIII. Virginia Privacy Rights

Some states within our licensed markets have laws that give privacy rights to their residents. This section addresses the Virginia Consumer Data Protection Act (VCDPA), which provides Virginians with certain rights and choices about their Personal Information.

A. Summary of VCDPA Rights

The VCDPA provides Virginians with the following rights and choices regarding their Personal Information.

1. Confirm

Virginians have the right to confirm if UScellular is Processing their Personal Information. If so, they may access such Data.

2. Correct

Virginians have the right to correct their inaccurate Personal Information, considering the nature of and the Business Purposes for Processing the Data.

3. Delete

Virginians have the right to delete their Personal Information.

4. Obtain a Copy

Virginians have the right to obtain a copy of their Personal Information Processed by UScellular.

5. Opt-Out

Virginians have the right to opt-out of Targeted Advertising.



- Targeted Advertising attempts to predict a consumer's preferences or interests based on their activity across websites, applications, services, etc.
- For example, let's say a person looks at sneakers on a website. That same person may later see ads for sneakers on other websites.

Please note that UScellular does not sell Personal Information (as defined under the VCDPA), or do we make profiling decisions that produce legal or similarly significant effects on consumers.

A. Exercise Your VCDPA Rights

Virginia residents may exercise their VCDPA rights and choices with UScellular as explained below. Please note that we will not discriminate against any eligible person who exercises these rights.

1. Submit a DSR

Virginians may submit a Data Subject Request to access, correct, or delete their Personal Information. We accept DSRs in the following ways:



Via Web: [Data Subject Request Form](#)



Via toll-free telephone number: 833-500-0439

Please keep the following in mind:

UScellular will process two verifiable Data Subject Requests within a twelve month period per eligible person.

We reserve the right to decline excessive DSRs.

We do not charge fees for DSRs.

We will send a response regardless of our ability to verify your DSR.

We typically process verifiable DSRs within 45 days. However, we may take another 45 days if we run into difficulty.

We'll tell you if an extension is necessary.

a. DSR Appeals

Virginians may appeal declined Data Subject Requests. We accept appeals as follows:



Via Web: [Data Subject Request Appeal Form](#)

2. Opt-Out of Targeted Advertising

Virginians have the right to opt-out of Targeted Advertising.

- Targeted Advertising attempts to predict a consumer's preferences or interests based on their activity across websites, applications, services, etc.
- For example, let's say a person looks at sneakers on a website. That same person may later see ads for sneakers on other websites.

To opt-out of our use of your Personal Information for Targeted Advertising, please submit a Privacy Choices Form and disable Targeting Cookies in our Cookie Preference Center.



[Privacy Choices Form](#)



[Cookie Preference Center](#)

3. Processing Sensitive Data

UScellular must obtain consent from Virginians before Processing their Sensitive Data (which includes a child's Personal Information, Biometric Information, Precise Geolocation Information, and Protected Characteristics).

UScellular does not knowingly Process [children's Personal Information](#).

As stated in our [Biometric Information Policy](#), when required by law, we will obtain your consent before Processing your Biometric Information.

- UScellular Processes Geolocation Information while providing our Services as a utility.
- UScellular will obtain consent from Virginians before Processing their Protected Characteristics.

Biometric Information Policy

I. Introduction

Biometric Information means an individual's voiceprints, facial shape, fingerprint, retina or iris scan, scan or record of hand or face geometry, or information based on any of the foregoing that is used to identify an individual. Biometric Information includes biometric identifiers and other information as defined by the Illinois Biometric Information Privacy Act or other Federal, State or local laws (collectively "Biometric Laws"), to the extent they are applicable, regardless of how the Biometric Information is collected, stored, or shared.

Biometric Information does not include writing samples, written signatures, photographs, demographic data, tattoo descriptions, or physical descriptions such as height, weight, hair color, or eye color.

To the extent required by Biometric Laws, we may obtain your consent to collect, store, use, or transmit Biometric Information prior to the collection of such data. UScellular and its agents, vendors, service providers, suppliers, subcontractors, and independent contractors with whom we have a business relationship ("Service Providers") may collect, store, use or transmit any Biometric Information for identity verification, fraud protection and continued improvement of fraud detection technology. We will not sell, lease, or share for valuable consideration Biometric Information that is collected and will obtain your consent before we disclose or redisclose such information.

II. Retention Schedule

UScellular and its Service Providers will permanently remove, erase, or delete Biometric Information within a reasonable period of time, but no later than 1 year, after the purpose for collecting such information has been fulfilled, or within 3 years of your last interaction with us, whichever occurs first. Unless, in our sole discretion, we suspect you may engage in fraudulent activities, we will delete your Biometric Information within sixty days after we have verified your identity for fraud protection purposes.

III. Biometric Information Storage

UScellular and its Service Providers use reasonable security measures to store, transmit and protect from unauthorized disclosure of the Biometric Information collected. Please refer to the Protecting Your Information section of our Privacy Policy for further information.

Cookie Policy

I. Introduction

UScellular uses cookies and similar technologies (collectively defined as "Cookies") to deliver, monitor and improve our websites, applications or emails and display relevant content. This Cookie Policy describes the information we collect through Cookies, how we use it and how you can manage your Cookie Preferences.

This Cookie Policy applies to UScellular websites, emails, and applications (collectively "Online Services"). By continuing to access or use our Online Services, you agree to our use of Cookies. UScellular uses Cookies on our Online Services and any device which interacts with our Online Services will receive them. UScellular also works with Third Parties (as defined in our Privacy Policy) to place UScellular advertisements on their websites and place Cookies in your browser when you visit their websites.

II. What Are Cookies?

A. Technologies

This section describes the Cookies and similar technologies used by UScellular.

A cookie is a very small file that's set on your web browser by a website. Cookies serve as a kind of memory and may save preferences such as your username, region or language. Cookies are generally used by websites to improve your user experience by enabling those websites to 'remember' you, either strictly for the duration of your visit (using a "session" cookie which is erased when you close your browser) or for repeat visits (using a "persistent" cookie). Some cookies contain a unique identifier called a cookie ID, which is a string of characters that websites and servers associate with the browser on which the cookie is stored. This allows websites and servers to distinguish the browser from other browsers that store different cookies, and to recognize each browser by its unique cookie ID.

HTML storage functions similarly to cookies but without the size limitations. For example, cookies are generally restricted to 4 kilobytes of data whereas HTML storage permits 5 – 10 megabytes.

A web beacon, or a tag, is a very small image that has been embedded within a web page or an email. When you access a web page or an email with a tag, your device will download this very small image, thus exchanging information in the process.

B. First vs. Third-Party Cookies

UScellular uses first and third-party Cookies.

First-party Cookies are created and set by the website you are visiting whereas third-party Cookies are created and set by domains other than the website you are visiting.

C. Cookie Categories

UScellular uses the following categories of Cookies.

Category	Description	Opt-out?
Strictly Necessary	Strictly Necessary Cookies are essential to our website's basic functionality and your convenience. For example, these Cookies can remember items placed in your shopping basket, so you can freely navigate through our website.	No – Always Active
Performance	We use Performance Cookies to measure and improve our website. For example, these Cookies can help us understand how users navigate our website, count visitors, detect traffic sources and identify frequently visited pages. The information gathered is aggregated, rather than individual, so it stays anonymous.	No – Always Active
Functional	We use Functional Cookies to personalize and improve your experience with our website. For example, these Cookies may enable web chat services and remember preferences such as your username, region or language. While you can disable these Cookies, please note that your experience with our website may be negatively impacted. Functional Cookies may be set either by UScellular or by Third Parties.	Yes
Targeting	We use Targeting Cookies to personalize the content and advertising you see. For example, you may view a specific product while on our website and then later see an ad for that same product on another website. If these Cookies are disabled, you will still see ads, but they may not be as relevant to you. Targeting Cookies may be set either by UScellular or by Third Parties.	Yes

III. Why Do We Use Cookies?

UScellular and our Third Parties may use Cookies on our Online Services to improve our Services and provide you with the best possible web experience. We may use Cookies in order to identify you; provide relevant, interest-based advertising; remember your preferences; secure your access; know when content has been shown to you; provide aggregated auditing, research, and reporting for advertisers; understand and improve our Online Services; and detect and defend against fraud and other risks. When we send you an email, we may use Cookies to understand if you have accessed the information provided in the email. We may combine information collected through the Cookies with your personal information in order to provide you a personalized experience including advertising about products and services you may find of interest. The information we collect from Cookies also may allow us to identify you across devices, such as smartphones, tablets, computers or related browsers.

UScellular may allow Third Parties to place their Cookies on our websites or within our advertisements. Your web browser may request advertisements directly from independent third party advertising network servers which do not have a business relationship with us. These advertisements may place Cookies that can view, edit, or set third party Cookies, just as

if you had requested a web page from the third party site. UScellular is not responsible for the practices including the use of Cookies, employed by third party websites, mobile applications or online services linked to or from UScellular products, services, applications, or Online Services, or for the content contained therein.

Third party websites, mobile applications, and online services that you are able to access on the internet are outside the control or limits of this Cookie Policy.

IV. How Can I Manage My Cookie Preferences?

At any time, you may use our Cookie Preference Center to enable or disable some of our Cookies on our websites. Please note that your experience may be impacted should you change our default settings.

To manage the Cookies that have been embedded within our emails, please either:

- Unsubscribe from our marketing communications.
- Configure your email application to stop loading images by default; to accomplish this, you may refer to supporting documentation (such as a user guide) that's applicable to your email application.

V. How Can I Stop My Internet Browser From Tracking My Information?

Most browsers accept Cookies by default. Depending upon your computer and mobile devices, you may be able to set your browser to control Cookies on your computer and mobile devices. If you do not want to receive Cookies, you may adjust your browser's settings to reject or delete Cookies. To do so, please follow the instructions provided by your browser, which are usually located within the "Help," "Tools," or "Edit" menus.

Deleting or rejecting Cookies may impact your ability to effectively interact with our Online Services, third party websites or advertisements or otherwise limit your experience, including your ability to find pricing and availability of products and services in your area.

Customer Proprietary Network Information Notice

Customer Proprietary Network Information ("CPNI") is created by our relationship with you as your telecommunications service provider. CPNI includes the type and quantity of certain telecommunications services you subscribe to and includes details about your calling activities, including call detail information such as the date and time of a call; duration of a call; call-originating and call-terminating phone numbers; and charges for a call. CPNI does not include your name, address, and phone number or information generated by text messaging, picture messaging or data services (such as internet access or usage and IoT solutions like vehicle or security monitoring).

I. How does UScellular use CPNI?

We may use your CPNI to provision your products, services, and applications ("Services"); generate, bill and collect for your Services; respond to your requests; enforce our Terms of Service; and protect against fraudulent use of our network. We may use CPNI to recommend other wireless products and services to you. UScellular also may share your CPNI with any of the Telephone and Data Systems, Inc. owned family of companies ("Affiliates") and other Third Parties (as defined in our Privacy Policy) to market UScellular Services on our behalf. The CPNI rules permit our use of this information for these purposes provided that we safeguard it from unauthorized access, use, or disclosure. We employ reasonable security measures to help ensure that your CPNI is protected from unauthorized access, use, or disclosure. Use of CPNI is subject to federal laws and regulations.

II. If I want to object to your agents and Affiliates using my CPNI, how do I contact you?

When you become a customer of UScellular, and no later than every two years thereafter, a notice will be provided to you explaining your rights about CPNI ("CPNI Notice"). You can expect to receive your CPNI Notice on your bill each month, in a separate mailing, or in a text message with a link to the CPNI Notice if you have prepaid wireless services.

If you would prefer that our agents and Affiliates cease using your CPNI for the purposes for which permission is required,



then you may “opt out” – that is you may instruct us not to permit our agents and Affiliates to use your CPNI for the limited purposes outlined in this notice. That is your right and it will have no effect on our existing relationship or the services that you currently receive from us. However, it may make it more difficult for us to communicate with you through our agents or Affiliates about new offers and features. Any decision to “opt out” will remain valid until you revoke it.

If you wish to opt out, contact us at any time by calling our toll free CPNI Opt-out Line at 800-509-6254 and follow the instructions. TTY users can opt-out by first dialing a telecommunications relay service (“TRS”) center, via 711, in order to contact a TRS Communications Assistant (“CA”). Then simply ask the CA to dial 800-509-6254 and follow the recorded instructions. We will assume you have provided consent if you do not contact us beginning 30 days after the first time, we provide you notice in your bill or in a text message.

III. How is UScellular restricted from using my CPNI today?

UScellular is prohibited under the CPNI rules from allowing our Affiliates and agents to use CPNI without your consent for the marketing of Affiliates' and agents' communications-related services to you. Your consent allows them to use CPNI to suggest their communications-related services to you or assist you with other telecommunications needs. Affiliates and agents have the same duties to safeguard your CPNI as we do.

IV. Will you allow anyone else to access my CPNI?

We will not disclose your CPNI to unaffiliated third parties not working for us without your prior consent except to initiate, render, bill and collect for services provided by UScellular. We may share your CPNI without your consent with our Affiliates, agents, partners and third parties acting as our service providers that perform activities on our behalf, such as billing and collecting for our services, assisting in operating our network, managing our platforms and websites, and providing customer support. Additionally, for purposes permitted by law, UScellular may access or disclose CPNI without your consent to prevent fraud; comply with legal requirements; provide emergency assistance; enforce our Terms of Service and agreements; protect or defend the rights or property of UScellular, and in the event of the sale of part or all assets or other corporate reorganization; conduct audits; and facilitate the calculation of taxes, fees, or other financial obligations.

Location-Based Services

I. What are Location Based Services?

Location-Based Services (or ‘LBS’) rely on, use, or incorporate the location of a device to provide or enhance a service. LBS enable various functions such as navigation, weather updates, location-based advertising, emergency services, and other personalized services based on the device's location.

As described in our Privacy Policy:

UScellular processes Geolocation Information (historical or real-time information that describes the location of a device). UScellular retains Geolocation Information to accomplish a specific Business Purpose (any activity UScellular takes on to meet its goals).

II. How is your geolocation information used?

Your Geolocation Information may be used for Location-Based Services and UScellular may disclose your Geolocation Information, with your consent, to third-party LBS providers. You will be subject to a third-party privacy policy in these instances. UScellular has no control over how these third-party LBS providers process your Geolocation Information. You should understand the risks of disclosing your Geolocation Information before consenting to sharing it with third-party LBS providers.



III. Can you Opt out?

If you wish to opt-out of Location-Based Services, you can do so by adjusting the location settings on your device or entirely disabling or deleting the applicable LBS.

UScellular does not guarantee the accuracy or completeness of Geolocation Information. Furthermore, an LBS may be disrupted or fail due to environmental factors.

UScellular reviews and updates this Location-Based Services Notice periodically to reflect changes in our practices or regulatory requirements. Please check our website regularly for updates.

UScellular abides by the International Association for the Wireless Telecommunications Industry (CTIA) Best Practices and Guidelines for Location Based Services which can be found at the CTIA's website at www.ctia.org.