

## **NETWORK TRANSPARENCY, MANAGEMENT AND PERFORMANCE POLICY AND DISCLOSURES**

Madison Network Systems, Inc. and its affiliates, which include Madison Telephone Company and Madison Communications, Inc. (hereinafter all referred to as Madison) commit to the open and non-discriminatory use of the Internet by its customers. Madison further commits to engage in reasonable network management practices to ensure an open Internet. Madison will manage its network and provide access in accordance with the Federal Communications Commission's (FCC's) Open Internet Rules (adopted December 21, 2010 in 25 FCC Rcd 17905) and provides this Network Transparency Policy in accordance with the FCC's Restore Internet Freedom Rules to ensure that you have sufficient information to make informed choices about the purchase of broadband services. Information about Madison's other policies and practices concerning broadband are available at [www.gomadison.com](http://www.gomadison.com).

Madison engages in network management practices that are tailored and appropriate for achieving optimization on the network considering the particular network architecture and technology of its broadband Internet access service. Madison's goal is to ensure that all of its customers experience a safe and secure broadband Internet environment that is fast, reliable and affordable. Madison wants its customers to indulge in all that the Internet has to offer, whether it is social networking, streaming videos and music, to communicating through email and videoconferencing.

Madison's network management includes congestion and security-protocol management, and customers generally will not be impacted by the protocols and practices that Madison uses to manage its network.

### **Madison's Network Transparency Disclosures**

Madison uses various tools and industry standard techniques to manage its network and deliver fast, secure and reliable Internet service. Madison believes in full transparency and provides the following disclosures about its network management practices:

Blocking: Madison does not unjustly or unreasonably block access to lawful content, applications, services or non-harmful devices, subject to reasonable network management.

Throttling: Madison does not throttle, impair or degrade lawful Internet traffic.

Affiliated Prioritization: Madison does not prioritize Internet traffic and has no plans to do so.

Paid Prioritization: Madison has never engaged in paid prioritization. We don't prioritize Internet for consideration to benefit particular content, applications, services or devices. Madison does not have plans to enter into paid prioritization deals to create fast lanes.

Congestion Management: Madison monitors the connections on its network in the aggregate on a continuous basis to determine the rate of utilization. If congestion emerges on the network, Madison will take the appropriate measures to relieve congestion.

On Madison's network, all customers have access to all legal services, applications and content online and, in the event of congestion, most Internet activities will be unaffected. Some customers, however, may experience longer download or upload times, or slower surf speeds on the web if instances of congestion do occur on Madison's network.

Customers using conduct that abuses or threatens the Madison network or which violates the company's Acceptable Use Policy, General Terms and Conditions or the Internet Service Agreement will be asked to stop any such use immediately. A failure to respond or to cease any such conduct could result in service suspension or termination.

Madison's network and congestion management practices are "application-neutral", based on current network conditions, and are not implemented on the basis of customers' online activities, protocols or applications. Madison's network management practices do not relate to any particular customer's aggregate monthly data usage.

Madison monitors its network on a continuous basis to determine utilization on its network. Madison also checks for abnormal traffic flows, network security breaches, malware, loss and damage to the network. If a breach is detected or high volume users are brought to light by complaint, Madison provides notification to the customer via email or phone. If a violation of Madison's policies has occurred and such violation is not remedied, Madison will seek to suspend or terminate that customer's service.

Congestion due to malice will be remedied using any technique available, including protocol-aware filtering and rate-limiting, to control and limit the offending source. Madison may seek criminal charges against those who inflict network malice. Madison may also attempt to recover costs incurred from network malice.

Application-Specific Behavior: Except as may be provided elsewhere herein, Madison does not currently engage in any application-specific behaviors on its network. Customers may use any lawful applications with Madison.

Device Attachment Rules: For best results, DSL modems, wireless modems or other proprietary network gateways used on the Madison broadband network should be provided by Madison. Customers may attach devices of their choosing to their modems, including wired or wireless routers, laptops, desktop computers, video game systems, televisions or other network-enabled electronics equipment. However, customers are responsible for ensuring that their equipment does not harm Madison's network or impair the service of other customers. Madison is not responsible for the functionality or compatibility of any equipment provided by its customers. Customers are responsible for securing their own equipment to prevent unauthorized access to Madison's broadband network by third parties and will be held responsible for the actions of such third parties who gain unauthorized access through unsecured customer equipment.

Network Security: Madison knows the importance of securing its network and customers from network threats and annoyances. The company promotes the security of its network and patrons by protections from such threats as spam, viruses, firewall issues and phishing schemes.

Madison provides Spam filtering with each customer's email address. Details of this service are listed on Madison's website. Madison will not ask you for your password in an unsolicited telephone call or email. If you believe your password has been compromised, you should immediately change your password to prevent the unauthorized use of it.

As its normal practice, Madison does not block any protocols, content or traffic for purposes of network management, but Madison may block or limit such traffic as spam, viruses, malware or denial of service attacks to protect network integrity and the security of our customers.

It is not acceptable to use the Madison network for any purpose that violates local, state, or federal laws or to transmit communications that might be highly offensive or damaging to any recipients or to use the service in a manner that is unintended. It is not acceptable to interfere with, violate, circumvent, misuse, distribute or disrupt network users, equipment, or services which include, but are not limited to:

- Attempting to obtain unauthorized access to any network or account. This includes accessing data not intended for end-user customers, logging into a server or account without being expressly authorized to access, or probing the security of other networks.
- Attempts to interfere with the Service of others including users, hosts, and networks. This includes “denial of service” attacks, “flooding” of networks, deliberate attempts to overload a Service and attempts to “crash” any host.
- Reselling any Madison Internet Services, without Madison’s written consent.
- Distribution of Madison Internet Services beyond the scope of your end-user account.
- Equipment, accessory, apparatus, circuit or devices that are harmful to the network, shall not be attached to or connected with Madison facilities.
- Circumventing copyright laws and regulation, including the unauthorized download of music, video, images, books, software, or content and/or other copyright protected works.

## **Network Performance**

### Service Descriptions

Madison deploys Internet access to its residential and business customers through hardwired broadband access over copper, coaxial cable and fiber facilities. Madison offers a choice of a variety of broadband internet service tiers, each of which offers varying speeds and features that may affect the suitability of such service for real-time applications.

### Network Performance

Madison makes every effort to support advertised speeds and will dispatch repair technicians to customer sites to perform speed tests as needed to troubleshoot and resolve speed and application performance caused by Madison’s network. Madison measures availability, latency and aggregate utilization on the network and strives to meet internal service level targets.

However, the bandwidth speed at which a particular distant website or other Internet resources may be downloaded, or the speed at which your customer information may be uploaded to a distant website or Internet location is affected by factors beyond Madison’ control, including the speed of the connection from a distant web server to the Internet, congestion on intermediate networks, and/or limitations on your own computer equipment, including a wireless router. In addition, your service performance may be affected by the inside wiring at your premise. Accordingly, you, the customer, must consider the capabilities of your own equipment when choosing a Madison broadband service. Your computers and/or wireless or other networks in your homes or offices may need an upgrade in order to take full advantage of the chosen Madison broadband plan.

For DSL, Cable Modem and Fiber service, Madison measures traffic continuously. All services (other than dedicated internet access accounts) are best effort. Madison tests each service for actual and expected access speeds at the time of network installation to demonstrate that the service is capable of supporting the advertised speed. Customers may request assistance by calling our Customer Service at 800-422-4848.

### Impact of Non-BIAS Data Services

The FCC has defined Non-Broadband Internet Access Services (Non-BIAS) to include services offered by broadband providers that share capacity with Broadband Internet Access Services (BIAS) (previously known as “Specialized Services”) also offered by the provider over the last-mile facilities. At this time, Madison is not offering any non-BIAS data services.

### Commercial Terms

Pricing and additional service information may be found at [www.gomadison.com](http://www.gomadison.com).

In addition to this Network Transparency, Management and Performance Policy, customers may also find the following information on the Madison Website:

- General Terms and Conditions
- Acceptable Use Policy
- Internet Service Agreement
- Privacy Policy

For questions, complaints or requests for additional information, please contact Madison Customer Service at 800-422-4848.

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