

February 4, 2019  
Via US ECFS

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street S.W.  
Washington, D.C. 20554

RE: Puretalk Holdings, LLC  
Form 499 Filer ID: 828716  
Annual Customer Proprietary Network Information Compliance Certification;  
EB Docket No. 06-36

Dear Ms. Dortch,

Enclosed for filing is the Annual Customer Proprietary Network Information ("CPNI") Compliance Certification; EB Docket No. 06-36, filed on behalf of Puretalk Holdings, LLC.

Please do not hesitate to contact me at 407-260-1011 or [mark@csilongwood.com](mailto:mark@csilongwood.com) if you have any questions or concerns.

Thank you for your assistance in processing this filing.

Sincerely,



Mark G. Lammert, CPA  
Tax Preparer for Puretalk Holdings, LLC

cc: Puretalk Holdings, LLC  
file: Puretalk Holdings, LLC- PUC - FCC

**STATEMENT OF POLICY IN TREATMENT OF  
CUSTOMER PROPRIETARY NETWORK INFORMATION**

1. It is Puretalk Holdings, LLC (hereafter referred to as "Puretalk Holdings") policy not to use CPNI for any activity other than permitted by law. Any disclosure of CPNI to other parties (such as affiliates, vendors, and agents) occurs only if it is necessary to conduct a legitimate business activity related to the services already provided by the company to the customer. If the Company is not required by law to disclose the CPNI or if the intended use does not fall within one of the carve outs, the Company will first obtain the customer's consent prior to using CPNI.
2. Puretalk Holdings follows industry-standard practices to prevent unauthorized access to CPNI by a person other than the subscriber or Puretalk Holdings. However, Puretalk Holdings cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose personally identifiable information. Therefore:
  - A. If an unauthorized disclosure were to occur, Puretalk Holdings shall provide notification of the breach within seven (7) days to the United States Secret Service ("USSS") and the Federal Bureau of Investigation ("FBI").
  - B. Puretalk Holdings shall wait an additional seven (7) days from its government notice prior to notifying the affected customers of the breach.
  - C. Notwithstanding the provisions in subparagraph B above, Puretalk Holdings shall not wait the additional seven (7) days to notify its customers if Puretalk Holdings determines there is an immediate risk of irreparable harm to the customers.
  - D. Puretalk Holdings shall maintain records of discovered breaches for a period of at least two (2) years.
3. All employees will be trained as to when they are, and are not, authorized to use CPNI upon employment with the Company and annually thereafter.
  - A. Specifically, Puretalk Holdings shall prohibit its personnel from releasing CPNI based upon a customer-initiated telephone call except under the following three (3) circumstances:
    1. When the customer has pre-established a password.
    2. When the information requested by the customer is to be sent to the customer's address of record, or
    3. When Puretalk Holdings calls the customer's telephone number of record and discusses the information with the party initially identified by customer when service was initiated.

B. Puretalk Holdings may use CPNI for the following purposes:

- To initiate, render, maintain, repair, bill and collect for services;
  - To protect its property rights; or to protect its subscribers or other carriers from fraudulent, abusive, or the unlawful use of, or subscription to, such services;
  - To provide inbound telemarketing, referral or administrative services to the customer during a customer initiated call and with the customer's informed consent.
  - To market additional services to customers that are within the same categories of service to which the customer already subscribes;
  - To market services formerly known as adjunct-to-basic services; and
  - To market additional services to customers with the receipt of informed consent via the use of opt-in or opt-out, as applicable.
4. Prior to allowing access to Customers' individually identifiable CPNI to Puretalk Holdings' joint venturers or independent contractors, Puretalk Holdings will require, in order to safeguard that information, their entry into both confidentiality agreements that ensure compliance with this Statement and shall obtain opt-in consent from a customer prior to disclosing the information. In addition, Puretalk Holdings requires all outside Dealers and Agents to acknowledge and certify that they may only use CPNI for the purpose for which that information has been provided.
5. Puretalk Holdings requires express written authorization from the customer prior to dispensing CPNI to new carriers, except as otherwise required by law.
6. Puretalk Holdings does not market, share or otherwise sell CPNI information to any third party.
7. Puretalk Holdings maintains a record of its own and its affiliates' sales and marketing campaigns that use Puretalk Holdings' customers' CPNI. The record will include a description of each campaign, the specific CPNI that was used in the campaign, and what products and services were offered as part of the campaign.

A. Prior commencement of a sales or marketing campaign that utilizes CPNI, Puretalk Holdings establishes the status of a customer's CPNI approval. The following sets forth the procedure followed by Puretalk Holdings.

- Prior to any solicitation for customer approval, Puretalk Holdings will notify customers of their right to restrict the use of, disclosure of, and access to their CPNI.
- Puretalk Holdings will use opt-in approval for any instance in which Puretalk Holdings must obtain customer approval prior to using, disclosing, or permitting access to CPNI.

- A customer's approval or disapproval remains in effect until the customer revokes or limits such approval or disapproval.
  - Records of approvals are maintained for at least one year.
  - Puretalk Holdings provides individual notice to customers when soliciting approval to use, disclose, or permit access to CPNI.
  - The content of Puretalk Holdings' CPNI notices comply with FCC rule 64.2008 (c).
8. Puretalk Holdings has implemented a system to obtain approval and informed consent from its customers prior to the use of CPNI for marketing purposes. This system allows for the status of a customer's CPNI approval to be clearly established prior to the use of CPNI.
  9. Puretalk Holdings has a supervisory review process regarding compliance with the CPNI rules for outbound marketing situations and will maintain compliance records for at least one year. Specifically, Puretalk Holdings' sales personnel will obtain express approval of any proposed outbound marketing request for customer approval of the use of CPNI by The General Counsel of Puretalk Holdings.
  10. Puretalk Holdings notifies customers immediately of any account changes, including address of record, authentication, online account and password related changes.
  11. Puretalk Holdings may negotiate alternative authentication procedures for services that Puretalk Holdings provides to business customers that have a dedicated account representative and a contract that specifically addresses Puretalk Holdings' protection of CPNI.
  12. Puretalk Holdings is prepared to provide written notice within five business days to the FCC of any instance where the opt-in mechanisms do not work properly to such a degree that consumer's inability to opt-in is more than an anomaly.

**ANNUAL 47 C.F.R. S: 64.2009 (e) CPNI CERTIFICATION FOR 2019**  
**EB Docket 06-36**

Date Filed: January 28, 2019  
Name of Company: Puretalk Holdings, LLC  
Form 499 Filer ID: 828716  
Name of Signatory: Kelly Jesel  
Title of Signatory: Treasurer

I, Kelly Jesel, certify that I am an officer of the company named above, and acting as an agent of the company, that I have personal knowledge that the company has established operating procedures that are adequate to ensure compliance with the Commission's CPNI rules. See 47 C.F.R. &64.2001 *et seq.*

Attached to this certification is an accompanying statement explaining how the company's procedures ensure that the company is in compliance with the requirements set forth in section 64.2001 *et. seq.* of the Commission's rules.

The company has not taken any actions (proceedings instituted or petitions filed by a company at either state commissions, the court system, or at the Commission against data brokers) against data brokers in the past year. The steps the company has taken to protect CPNI include updating its CPNI practices and procedures and conducting new training designed to ensure compliance with the FCC's modified CPNI rules.

The company has not received any customer complaints in the past year concerning the unauthorized release of CPNI.

Signed: Kelly Jesel