Long Lines

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MAR 0 2 2012
FCC Mail Room

February 25, 2012

Dear Federal Communications Commission,

Enclosed is the 2011 CPNI Filing for Long Lines and its affiliate companies. Long Lines is the parent company for the following telecommunications providers:

- Northwest Iowa Telephone Company
- Jordan-Soldier-Valley Telephone Company
- Jefferson Telephone Company
- Advanced Network Communications
- Mapleton Communications
- Orange City Communications
- Long Lines Metro
- Long Lines Siouxland
- Long Lines Wireless

The above companies were trained and certified by the Long Lines Compliance Officer and follow Long Lines' CPNI rules, regulations, and procedures.

If you have any questions regarding any of the affiliate companies or need additional information, please feel free to contact me at 712.271.4000.

Sincerely,

Cheraine Bromander
Compliance Officer

No. of Copies rec'd 0
List ABCDE

**Phone • Internet • Cable TV • Wireless**
501 Fourth Street • Sergeant Bluff, IA 51054 • Phone 712.271.4000 • Fax 712.271.2727
www.LongLines.com

2/25/12

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Suite TW-A325
Washington, D.C. 20554

RE: EB Docket No. 06-36
Annual CPNI Certification for Year 2011

Dear Ms. Dortch:

In accordance with Public Notice DA 09-9, issued on January 7, 2009, attached is the annual CPNI certification filing for the year of 2011, pursuant to 47 C.F.R § 64.2009(e), for **Northwest Iowa Telephone**.

Sincerely,

Cheraine Bromander
Customer Care Support
CPNI Compliance Officer

Attachment

cc: Best Copy and Printing, Inc.
445 12th Street
Suite CY-B402
Washington, D.C. 20554

**Annual 47 C.F.R. § 64.2009(e) CPNI Certification**

**EB Docket 06-36**

Annual 64.2009(e) CPNI Certification for 2011

Date filed: February 25, 2012

Name of company covered by this certification: Northwest Iowa Telephone, DBA Long Lines

Form 499 Filer ID: 802428

Name of signatory: Cheraine Bromander

Title of signatory: Customer Care Support, Compliance Officer

I, Cheraine Bromander, 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. Companies must report on any information that they have with respect to the processes pretexters are using to attempt to access CPNI , and what steps companies are taking to protect CPNI.

The company has not received any customer complaints in the past year concerning the unauthorized release of CPNI (number of customer complaints a company has received related to unauthorized access to CPNI, or unauthorized disclosure of CPNI, broken down by category or complaint, *e.g.*, instances of improper access by employees, instances of improper disclosure to individuals not authorized to receive the information, or instances of improper access to online information by individuals not authorized to view the information).

The company represents and warrants that the above certification in consistent with 47.C.F.R 1.17 which requires truthful and accurate statements to the Commission. The company also acknowledges that false statements and misrepresentations to the Commission are punishable under Title 18 of the U.S. Code and may subject it to enforcement action.

Signed Cheraine Bromander

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www.LongLines.com

# What is CPNI?

**C**PNI stands for **C**ustomer **P**roprietary **N**etwork **I**nformation

## The *Gist* of CPNI:

- Protect the customer's privacy
- Market products and services within the existing customer relationship
- Do not use customer information to *target* customers
- Do not give customer information to other companies

## Types of CPNI:

Call Detail Records
- Require greatest protection of privacy

Purchases
- LD PIC codes, video, Internet, wireless, features

General Account Information
- Name, address

## Acceptable uses of CPNI

- Exchange of customer information for the purpose of inter-carrier billing
- Marketing of services within an existing customer relationship
- Mass Marketing such as bill notices, bill inserts, direct mail, in-house telemarketing, newsletter articles, advertising, signage
- Law enforcement
- Directory listings
- Service provisioning by independent contractors (overbuild projects)
- In-house mailings
- Provisioning of customer service, products and services (cable modems, etc)
- Protecting telco property (peds, boxes on outside of homes)

## Restrictions of CPNI

- Selling or distributing of CPNI to a third party without customer approval
- Selling or distributing CPNI to a joint-venture partner or independent contractor without the customer's express permission (opt-in)
- Win-back campaigns that use information about a customer's relationship with a competitor to target that customer.
- Targeted-marketing without giving the customer an opt-out opportunity
- Discussing Call Detail Records without a password
- Providing CPNI to mail houses, telemarketers, or direct mailing firms (data brokers)

# MARKETING/SALES

**CPNI impacts all employees that have access to customer records including customer service, sales, marketing, accounting, and install and repair staff.

## Marketing and CPNI

- Review ALL marketing efforts with the CPNI Compliance Officer
- Conduct as much mass marketing as possible
- Avoid target mailings. When targeting, observe the rules.

## Telemarketing:

- If conducted in-house (which Long Lines does), it requires no sharing of CPNI with a third party or independent contractor
- Do NOT give target telephone numbers to telemarketing firms
- It is OK to give ALL phone numbers to telemarketing firms

## Winbacks:

- It is OK to generate a list of disconnected customers and attempt to win-back.
- It is NOT OK to use port requests or cancellation codes to target competitors' customers

## Websites:

- General Information on the website is not targeted and is OK.
- Account information must be password protected

# Opt-in and Opt-out forms

**Opt-in:** Express written consent to receive marketing materials and sales communications about products and services outside the customer relationship or express written consent to share customer information with third parties, joint venture partners, and independent contractors.
*Long Lines will not be using the Opt-In process.*

**Opt-out:** Express written consent to be excluded from marketing materials and sales communications about products and services outside the existing customer relationship.

## Opt-Out Process

- Mail form to all customers notifying them that "from time to time Long Lines may use your account information to promote additional products and services available from us."
- Provide the customer the option of "opting out" by signing and returning the opt-out form, or a request can be made verbally.
- Must allow 32 days to receive opt-out forms
- Note the customer records of each opt-out
- Screen opt-outs from all future *targeted* marketing.
- Secure and store opt-out requests in the Long Lines CPNI files.
- New Customers: Opt-out notice will be sent after 1st month

August 2007

# Bill Notification

***The following notification will be sent to every new customer at the end of each month. Existing customers will be notified every 2 years.***

Long Lines respects your privacy and observes the privacy rules established by the Federal Communications Commission, the State Public Utility Commission and other telecom oversight agencies.

Long Lines will never sell your account information or provide details of your telephone calls to other parties, unless required by law enforcement.

From time to time, we would like to notify you of additional products available from us outside the existing business relationship we have with you. For example, if you have our local phone service, you may be interested to learn about specials on our cable and wireless services. However, you have the right to be excluded from these marketing campaigns.

If it is acceptable to receive information about additional products and services, you need do nothing. However, if you prefer to be excluded from these marketing efforts, please call our office at 1.866.537.5900, and we will screen you from all targeted marketing programs for the next two years.

Thank you for being a Long Lines customer.

# CUSTOMER SERVICE

## CPNI in Everyday Operations

**Customer Service**—5 things to remember

1. Authenticate **every** customer
2. A password is **required** for Call Detail Records
3. Check customer's opt-out status (pop-up screen will appear)
4. Ask permission to discuss products and services ("while I have you on the phone…")
5. Aggressively upsell

**Technicians**-2 things to remember

1. Sell within existing customer relationship
2. Or, ask permission to discuss additional products and services
   "I know I'm here to fix your phone service, but may I tell you about some new services we offer?"

# Customer Authentication and Password Procedures

## Customer Authentication

Every customer is required to be authenticated before details on the account are discussed.---This is to prevent pretexting. **Pretexting** is when an imposter contacts the telephone company claiming to be a customer in order to obtain call detail records or account information.

### Customer Authentication Script:

### To establish a password:

"I'd be happy to help you. Could you please verify the name on your account? Could you please confirm your average monthly bill?—The Federal Communications Commission now requires us to use passwords to access your account. At this time, I would like to set up a password to further protect your privacy. Could you please give me a password you would like to use on your account? We'd also like to establish a backup question.

**Back-up Questions**

The following questions will be used as the back-up question. The customer needs to answer only one.

1) What are the last 4 digits of your social security number?
2) What is your mother's maiden name?
3) What is your childhood street name?

**(If customer declines to establish a password)**: "I can understand that you do not want to track a password. To provide your account information, I can call you back at the telephone number we have associated with your account or you can stop by the office and present a government-issued ID, such as a driver's license, to receive the information."

### If password is already established:

"I'd be happy to help you. Could you please verify the name on your account? Could you please verify the password on your account?

## Password Procedures

**Passwords must be used to share call detail records, although Long Lines will obtain a password for all account information.** Employees are forbidden from supplying call detail records to a customer making an in-bound call to the office, even if the caller ID indicates that the customer is calling from the telephone number of record.

If the customer is unable to supply the password or refuses to establish a password, the employee may share call detail records by:

1. Calling the customer back at the telephone number of record
2. Mailing or emailing the call detail record to the address (physical or email) of record
3. Confirming the customer's identity in person with a valid, government-issued ID

**If the customer supplies the call detail record for a particular call in question, the employee may confirm the call detail record, but only for that call. Other call detail records may not be supplied without a password, or without the customer first providing the information.

The employee can help the customer remember passwords with back-up questions that are not based on readily available information such as social security number, childhood pet, etc. **---However, if these questions are used to prompt the customer's memory, the FCC requires the phone company to provide notification to the address of record that the back-up questions were used to gain account access.**

### How to establish a password:

1. Call the customer at the telephone number of record or authenticate the customer without the use of readily available information or account information.
2. Have the customer select a password 4-12 digits containing letters and numbers and establish a back-up question
3. Store the password with the customer's account
4. Provide online option for online billing, if applicable

The following questions will be used as the back-up question. The customer needs to answer only one.

1) What are the last 4 digits of your social security number?
2) What is your mother's maiden name?
3) What is your childhood street name?

August 2007

# Notification of Account Change

The customer must receive a written notification within 48 hours of the following account changes:

- Password Change (a new password is created or changed)
- Address of Record Change
- New address of record created
- Lost or forgotten password (back up questions were used to re-issue a lost or forgotten password)
- On-line account creation
- On-line account change
- A security breach has occurred

*(THIS NOTIFICATION LETTER WILL BE MADE AVAILABLE ELECTRONICALLY)*

Dear Long Lines Customer,

This letter is to notify you of the following changes made to your account on

_____.
(date).

The following change/s has been made:

_____ Password Change

_____ Address of Record Change

_____ New address of record created

_____ Lost of forgotten password

_____ Online account creation

_____ Online account change

Description of Change:

If you have any questions regarding your account, please feel free to call our office at 1-866-537-5900.

Sincerely,

Long Lines Customer Care Department

# UPSELLING

When upselling use the "safety net" approach by asking permission to review the customer's account information and discuss additional products and services.

**Safety Net Example:**

"May I have permission to review your account and discuss services you might not currently be receiving from us?"

**Other upselling examples:**

"I see that you have caller ID. Did you know that with voicemail and call waiting, you can see who's calling when you're on the line, and let it ring to voicemail?"

"Would you like to add a premium channel package to your order?"

"I notice that you're using dial-up Internet, have you heard about our specials on High Speed Internet?"

# UPSELLING

| Already Purchase and Calling About | OK to Sell | Outside of Existing Customer Relationship |
|---|---|---|
| Local Exchange | Calling features, Second Lines, CPE, Key Systems | Long Distance, VoIP, High-speed Internet, Video, Wireless |
| Long Distance | More Minutes, Alternative Long Distance Plans, Unlimited Switched Long Distance | Local Voice, VoIP, High-speed Internet, Wireless, Video |
| Dial-up Internet | High-speed Internet*, CPE, Routers, Modems, Spam Filtering, Virus Protection, Mailboxes, Static IP Addresses, Web Storage | Local Voice, Long Distance, VoIP, Video, Wireless |
| High-speed Internet | VoIP, Greater Bandwidth, CPE, Routers, Modems, Spam Filtering, Virus Protection, Mailboxes, Static IP Addresses, Web Storage | Local Voice, Long Distance, Video |
| Wireless | Handsets, Expanded Service Plans, Accessories, Additional Users, Data, Text Messaging, Minutes of Use, Wireless Broadband | Local Voice, Long Distance, Video |
| Video | Premium Channels, DVR, VoD, HD, Digital Tiers, CPE, High-speed Internet*, Pay-per View | Local Voice, Long Distance |
| Triple Play | VoIP, Premium Channels, DVR, VoD, HD, Digital Tiers, CPE, High-speed Internet*, Pay-per-view, Greater Bandwidth, CPE, Routers, Modems, Spam Filtering, Virus Protection, Mailboxes, Static IP Addresses, Web Storage, Calling Features, Second Lines, CPE, Key Systems | Wireless |
| Quad Play | VoIP, Premium Channels, DVR, VoD, HD, Digital Tiers, CPE, High-speed Internet*, Pay-per-view, Greater Bandwidth, CPE, Routers, Modems, Spam Filtering, Virus Protection, Mailboxes, Static IP Addresses, Web Storage, Calling Features, Second Lines, CPE, Key Systems, Wireless (Handsets, Expanded Service Plans, Accessories, Additional Users, Data, Text Messaging, Minutes of Use, Wireless Broadband) | Nothing |

# Reporting Procedures for CPNI Violations and Breaches

- Notification to Law Enforcement:
- Notify Law Enforcement within 7 business days by electronic notification through the central reporting systems of the United States Secret Service (USSS) and the FBI
- Unless requested otherwise, after 7 days of notifying law enforcement, notify the customer of the CPNI breach
- Maintain records of any discovered breaches, notifications, and law enforcement response for 2 years. Include the date of discovery, date of law enforcement notification, detailed description of the CPNI that was breached, and circumstances of the breach.

**Law enforcement may request a delay in customer notification in order to investigate the CPNI breach. Long Lines will observe law enforcements requests, unless there is an urgent need to notify the customer to avoid immediate and irreparable harm. All requests by law enforcement to delay customer notification should be thoroughly documented.

# Employee Disciplinary Procedures

Employees might unintentionally violate CPNI rules by mentioning a product or service outside the existing relationship or by targeting a mailing without the Compliance Officer's review. The FCC requires carriers to adopt disciplinary actions for all CPNI violations, whether intentional or unintentional.

## Unintentional Violations:

First Violation: Retrained and recertified
Second Violation: Laid-off or terminated (decision to be made by Compliance Officer and Supervisor)

## Intentional Violations:

For intentional violations, such as distribution of CPNI to third parties for financial gain, to harm the company, or to harm the customer, the breach will be reported and the employee will be terminated.

# Section 222 of the 1996 Telecom Act

CPNI
Section 222 of the Telecom Act

"SEC. 222. PRIVACY OF CUSTOMER INFORMATION.

"(a) IN GENERAL.—Every telecommunications carrier has a duty to protect the confidentiality of proprietary information of, and relating to, other telecommunication carriers, equipment manufacturers, and customers, including telecommunication carriers reselling telecommunications services provided by a telecommunications carrier.

"(b) CONFIDENTIALITY OF CARRIER INFORMATION.—A telecommunications carrier that receives or obtains proprietary information from another carrier for purposes of providing any telecommunications service shall use such information only for such purpose, and shall not use such information for its own marketing efforts.

"(C) CONFIDENTIALITY OF CUSTOMER PROPRIETARY NETWORK INFORMATION.—
"(1)PRIVACY REQUIREMENTS FOR TELECOMMUNICATIONS CARRIERS.--Except as required by law or with the approval of the customer, a telecommunications carrier that receives or obtains customer proprietary network information by virtue of its provision of a telecommunications service shall use only, disclose, or permit access to individually identifiable customer proprietary network information in its provision of (A) the telecommunications service from which such information is derived, or (B) services necessary to, or used in, the provision of such telecommunications service, including the publishing of directories.

"(2) DISCLOSURE ON REQUEST BY CUSTOMERS.—A telecommunications carrier shall disclose customer proprietary network information, upon affirmative written request by the customer, to any person designated by the customer.

"(3) AGGREGATE CUSTOMER INFORMATION.—A telecommunications carrier that receives or obtains customer proprietary network information by virtue of its provision of a telecommunications service may use, disclose, or permit access to aggregate customer information other than for the purposes described in paragraph (1). A local exchange carrier may use, disclose, or permit access to aggregate customer information other than for purposes described in paragraph (1) only if it provides such aggregate information to other carries or person on reasonable and nondiscriminatory terms and conditions upon reasonable request therefore.

"(d) EXCEPTIONS.—Nothing in this section prohibits a telecommunications carrier from using, disclosing, or permitting access to customer proprietary network information obtained from its customers, either directly or indirectly through its agents—
"(1) to initiate, render, bill, and collect for telecommunications services;

"(2) to protect the rights or property of the carrier, or to protect users of those services and other carriers from fraudulent, abusive, or unlawful use of, or subscription to, such services;
or
"(3) to provide any inbound telemarketing, referral, or administrative services to the customer for the duration of the call, if such call was initiated by the customer and the customer approves of the use of such information to provide such service.

"(e) SUBSCRIBER LIST INFORMATION.—Notwithstanding subsections (b), (c), and (d), a telecommunications carrier that provides telephone exchange service shall provide subscriber list information gathered in its capacity as a provider of such service on a timely and unbundled basis, under non discriminatory and reasonable rates, terms, and conditions, to any person upon request for the purpose of publishing directories in any format.

"(f) DEFINITIONS.—As used in this section:
"(1) CUSTOMER PROPRIETARY NETOWRK INFORMATION.—The term 'customer proprietary network information' means—
"(A) information that relates to the quantity, technical configuration, type, destination, and amount of use of a telecommunications service subscribed to by any customer of a telecommunications carrier, and that is made available to the carrier by the customer solely by virtue of the carrier-customer relationship; and
"(B) information contained in the bills pertaining to telephone exchange service or telephone toll service received by a customer of a carrier;
except that such term does not include subscriber list information.

"(2) AGGREGATE INFORMATION.—The term 'aggregate customer information' means collective data that relates to a group or category of services or customers, from which individual customer identities and characteristics have been removed.

"(3) SUBSCRIBER LIST INFORMATION.—The term 'subscriber list information' means any information—
"(A) identifying the listed names of subscribers of a carrier and such subscribers' telephone numbers, addresses, or primary advertising classifications (as such classifications are assigned at the time of the establishment of such service), or any combination of such listed names, numbers, addresses, or classifications; and
"(B) that the carrier or an affiliate has published, caused to be published, or accepted for publication in any directory format."

August 2007

# CPNI Employee Certification

I, the undersigned, hereby acknowledge receiving and reviewing Long Lines' CPNI Rules and Policies. I have completed the training coordinated by the Long Lines Compliance Officer. I further understand that I am responsible for understanding and observing Long Lines' CPNI policies and the rules established by the Federal Communications Commission and the Iowa/Nebraska/South Dakota Public Utilities Commission.

Finally, I accept responsibility for any violations of CPNI and the rules and understand the disciplinary procedures in place at Long Lines, which include termination.

Name_____

Position_____

Date CPNI Manual Received_____

Date of CPNI Training_____

Signature_____ Date_____

Witnessed by the CPNI Compliance Officer

Printed Name_____

Signature_____ Date_____

****COPY FOR YOUR RECORDS** **KEEP IN BOOKLET****

# Name and Contact Information of the CPNI Compliance Officer

## Contact Information:

Cheraine Bromander
712-271-6200 or 712-333-5587
cheraine.bromander@longlines.biz

## Duties of the Compliance Officer:

- This person is the central point of contact for employee, agents (attorneys, contractors, consultants, agents, vendors) and customers regarding the company's CPNI responsibilities
- Maintains and secures the company's CPNI files
- Tracks all customer CPNI complaints for one year
- Tracks all breaches of CPNI rules for two years
- Reviews and documents company use of CPNI

# FCC CPNI Rules

Complying with the FCC's CPNI rules is a seven step process:

1) Designate a Compliance Officer
2) Train and certify employees on CPNI requirements
3) Notify customers of any account changes
4) Notify law enforcement and customers of any unauthorized disclosure of CPNI
5) Establish disciplinary procedures for employee violations of CPNI rules
6) Take measures to discover and protect against pretexting and unauthorized disclosures of CPNI
7) File annual certification by March 1

## 1) **Designate a Compliance Officer**

- Central point of contact for employees, agents (attorneys, contractors, consultants, vendors) and customers regarding the company's CPNI responsibilities
- Maintains and secures the company's CPNI files
-Tracks all customer CPNI complaints for one year
- Tracks all breaches of CPNI rules for two years
- Reviews and documents company use of CPNI

## 2) **Train and certify employees on CPNI requirements**

All employees and agents with access to CPNI must:
- Receive and read the company's CPNI manual
- Sign the company's CPNI Policy Acknowledgment

Attend group or private training, supervised by the CPNI Compliance Officer

## 3) **Notify customers of any account changes**

*Customers must be notified immediately by mail to the address of record, or by voicemail, or text message to the telephone number of record, upon the following:
- A new password is created or changed
- The address of record is changed
- The online account of record is changed
- Back-up questions are used to re-issue a lost or forgotten password
- A security breach occurs

4)**Notify law enforcement and customers of any unauthorized disclosure of CPNI**
- Notify law enforcement within seven business days by electronic notification through the central reporting systems of the United States Secret Service and the FBI.
-Unless requested otherwise, after seven business days of notifying law enforcement, notify the customer of the CPNI breach
-Maintain records of any discovered breaches, notifications, and law enforcement response for two years. Include date of discovery, date of law enforcement, detailed description of the CPNI that was breached, and circumstances of the breach

5)**Establish disciplinary procedures for employee violations of CPNI rules**
- Reprimand
- Retrain
- Re-certify
- Escalated disciplinary actions for repeat offenses
- Intentional distribution of CPNI to other parties to harm Long Lines or for personal gain—termination

6)**Take measures to discover and protect against pretexting and unauthorized disclosures of CPNI**
- Guard against pretexting with measures beyond CPNI requirements, but consistent with Section 222, such as encryption and audit trails
- Detect pretexting
- Document actions

7)**File annual certification by March 1**
- Complete EB Docket No. 06-36
- Include explanations of any actions taken against data brokers
- Include a summary of all customer complaints
- File on or before March 1

**CERTIFICATION OF CPNI FILING**
Section 65.2009(e) of FCC Rules

EB-06-TC-060
EB DOCKET NO. 06-36

I hereby certify that I am an Officer of Long Lines.

I have personal knowledge that the Company (and its affiliates) established operating procedures that are adequate to ensure compliance with the Customer Proprietary Network Information rules and requirements in Subpart U of Part 64 of the Federal Communications Commission's Rules (47 C.F.R. 64.2001 through 64.2009). The attached statement of CPNI Compliance explains how the Company's operating procedures ensure that it is in compliance with the foregoing FCC rules.

I am making this certification for the year _____.

_____
Signature

_____
Printed Name

_____
Office Held

_____
Date