

IMPORTANT UPDATE ABOUT HOW VERIZON WIRELESS USES INFORMATION

<p>Why am I getting this notice?</p>	<p>Your privacy is an important priority at Verizon Wireless. Our Privacy Policy (available at www.verizon.com/privacy) informs you about information we collect and how we use it. Today we want to tell you about some important updates relating to two new uses of information. Verizon Wireless will begin using the information described below for (1) certain business and marketing reports and (2) making mobile ads you see more relevant. If you do not want us to use this information for these purposes, you can let us know by using one of the options described in the "Your Choices" section of this notice. This supplements our Privacy Policy.</p>
<p>What information are we talking about?</p> <p style="color: red; font-weight: bold; margin-top: 20px;">Under these programs, we will <u>not</u> share any information that identifies you personally.</p>	<p>Verizon Wireless will use the following categories of information:</p> <p>Mobile Usage Information</p> <ul style="list-style-type: none"> ▪ Addresses of websites you visit when using our wireless service. These data strings (or URLs) may include search terms you have used. ▪ Location of your device ("Location Information") ▪ App and device feature usage <p>Consumer Information</p> <ul style="list-style-type: none"> ▪ Information about your use of Verizon products and services (such as data and calling features, device type, and amount of use) ▪ Demographic and interest categories provided to us by other companies, such as gender, age range, sports fan, frequent diner, or pet owner ("Demographics")
<p>Is my information shared?</p>	<p>Under these new programs, we will not share outside of Verizon any information that identifies you personally.</p>

How information will be used	Description	Example
<p>To create business and marketing reports.</p>	<p>We will combine Mobile Usage Information and Consumer Information in a way that does <u>not</u> personally identify you. We will use this information to prepare business and marketing reports that we may use ourselves or share with others.</p>	<p>A report might state that 10,000 mobile users visited a sports website in a month and 60% were men.</p>
<p>For other companies to create business and marketing reports.</p>	<p>We may also share Location Information with other companies in a way that does <u>not</u> personally identify you. We will allow these companies to produce limited business and marketing reports.</p>	<p>The data we provide could be combined with data provided by other wireless carriers to create a report on the number of mobile users who take a particular highway during rush hour.</p>
<p>To make mobile ads you see more relevant.</p>	<p>When you use your wireless device, you often see ads on websites and apps. Using certain Consumer Information (such as your Demographics, device type, and language preference) and the postal address we have for you, we will determine whether you fit within an audience an advertiser is trying to reach. This means ads you see may be more relevant to you. We will <u>not</u> share any information that identifies you personally.</p>	<p>A local restaurant may want to advertise only to people who live within 10 miles, and we might help deliver that ad on a website without sharing information that identifies you personally.</p>

<p>Your choices.</p>	<p>If you do not want us to use your information for any of the purposes described above, please let us know at any time by:</p> <ul style="list-style-type: none"> ▪ Visiting www.vzw.com/myprivacy <p>Or</p> <ul style="list-style-type: none"> ▪ Calling 1-866-211-0874 	<p>You will receive mobile ads whether you participate or not, but under the advertising program, ads may be more relevant to you.</p> <p>If you have a Family SharePlan® or multi-line account, you must indicate your choice for each line. If you add a line or change a telephone number, you will need to update your privacy choices.</p>
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