

Insight Communications Inc.  
810 Seventh Avenue, 41st Floor  
New York, NY 10019

Main 917 286 2300  
Fax 917 286 2301  
[insightcom.com](http://insightcom.com)

August 7, 2008

VIA FEDERAL EXPRESS OVERNIGHT DELIVERY

Hon. John D. Dingell, Chairman  
Hon. Joe Barton, Ranking Member  
U.S. House of Representatives  
Committee on Energy and Commerce  
2125 Rayburn House Office Building  
Washington, D.C. 20515-6115

Hon. Edward J. Markey, Chairman  
Hon. Cliff Stearns, Ranking Member  
U.S. House of Representatives  
Committee on Energy and Commerce  
--Subcommittee on Telecommunications and the Internet  
2125 Rayburn House Office Building  
Washington, D.C. 20515-6115

Dear Chairmen and Ranking Members:

On behalf of Insight Communications, I am writing in response to your letter dated August 1, 2008 on behalf of the House of Representatives Committee on Energy and Commerce (the "Committee") to our CEO, Michael S. Willner. Your letter inquires about whether Insight engages in certain data collection and use practices to tailor Internet advertising based on consumers' web surfing activity, Internet search queries or other activities online. Insight respects the privacy interests of its customers and makes every effort to ensure that its operations comply with applicable law. Our responses to the questions posed in your letter are set forth below. Please note that in answering these questions, we have assumed that they are directed to Insight in its capacity as an Internet service provider or Internet network operator. If the Committee would like additional information or has other questions regarding Insight's response, please do not hesitate to contact me. Insight is pleased to have the opportunity to assist you and the Committee with this important matter.

Responses to Committee's Questions

Our responses to the Committee's questions are as follows:

1. **Has your company at any time tailored, or facilitated the tailoring of,**



**Internet advertising based on consumers' Internet search, surfing or other use?**

Insight has not used our network or authorized third parties to use our network to tailor or facilitate the tailoring of Internet advertising to our customers.

Apart from any such practice, Insight does use technology similar to the technology included in many toolbar applications, to direct a subscriber who types in an erroneous URL to an "error" message page that suggests potential links that the user may have been looking for and also displays links to sponsored advertisements. These sponsored advertising links are displayed based solely on predictive judgments made about the mistyped URL. This contextual targeting technology relies entirely on the mistyped URL and does not involve the collection or use of any personally-identifying information or other information about our customers.

2. **Please describe the nature and extent of any such practice and if such practice had any limitations with respect to health, financial or other sensitive personal data, and how such limitations were developed and implemented.**

As indicated in Question No. 1, Insight does not engage in such practices.

3. **In what communities, if any, has your company engaged in such practice, how were those communities chosen, and during what time periods was such practice used in each? If such practice was effectively implemented nationwide, please say so.**

Not applicable.

4. **How many consumers have been subject to such practice in each affected community, or nationwide?**

Not applicable.

5. **Has your company conducted a legal analysis of the applicability of consumer privacy laws to such practices? If so, please explain what that analysis concluded?**

No/Not applicable.

6. **How did your company notify its customers of such practice? Please provide a copy of the notification. If your company did not specifically or directly notify affected consumers, please explain why this was not done.**

Not applicable.

7. **Please explain whether your company asked consumers to “opt in” to the use of such practice or allowed consumers who objected to “opt out.” If your company allowed consumers who objected to opt out, how did it notify consumers of their opportunity to opt out? If your company did not specifically or directly notify affected consumers of the opportunity to opt out, please explain why this was not done.**

Not applicable.

8. **How many consumers opted out of being subject to such practice?**

Not applicable.

9. **Did your company conduct a legal analysis of the adequacy of any opt-out notice and mechanism employed to allow consumers to effectuate this choice? If so, please explain what that analysis concluded.**

No/Not applicable.

10. **What is the status of consumer data collected as a result of such practice? Has it been destroyed or is it routinely destroyed?**

Not applicable.

11. **Is it possible for your company to correlate data regarding consumer Internet use across a variety of services or applications you offer to tailor Internet advertising? Do you do so? If not, please indicate what steps you take to make sure such correlation does not happen. If you do engage in such correlation, please provide answers to all the preceding questions with reference to such correlation. If your previous answers already do so, it is sufficient to simply cross-reference those answers.**

Insight does not correlate data regarding Internet use across services or applications that we offer to tailor Internet advertising.

#### Advertising on Insight Websites

Insight publishes several websites in addition to conducting business as an Internet service provider and provider of cable television and telephony services. Insight does not participate in any third-party advertising networks in connection with its website publishing operations and our internal targeted advertising practices are limited to the collection and use of zip code data to serve geographically-targeted local advertising. For example, if a computer user enters a Louisville, Kentucky zip code on our website, insightbb.com, he or she may be served an ad for a Louisville car dealership or for another Louisville-area merchant. Insight uses similar technology to tailor the content of

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its website at insightcom.com based on the location of a computer user's service address. For example, website visitors are prompted to enter a service address to find out if they reside at an Insight-serviceable location and to learn about the specific suite of services that we offer in their area. We use this information to respond to our user's requests for information and to display market-specific pricing, product descriptions, channel lineups, customer service telephone numbers, business office locations and other content that varies for each market that we serve. Insight does not otherwise use information collected from its website visitors online for Internet advertising purposes.

We hope that the foregoing information is useful to you and to the other members of the Committee. Please contact me if you have any questions regarding this response or if we can be of further assistance.

Respectfully submitted,



Elliot Brecher  
Senior Vice President  
and General Counsel