



August 7, 2008

**VIA OVERNIGHT DELIVERY**

Hon. John D. Dingell  
Chairman, Committee on Energy and Commerce  
United States House of Representatives  
2125 Rayburn House Office Building  
Washington, DC 20515

Hon. Joe Barton  
Ranking Member, Committee on Energy and Commerce  
United States House of Representatives  
2125 Rayburn House Office Building  
Washington, DC 20515

Hon. Edward J. Markey  
Chairman, Subcommittee on Telecom. and the Internet  
Committee on Energy and Commerce  
United States House of Representatives  
2125 Rayburn House Office Building  
Washington, DC 20515

Hon. Cliff Stearns  
Ranking Member, Subcommittee on Telecom. and the Internet  
Committee on Energy and Commerce  
United States House of Representatives  
2125 Rayburn House Office Building  
Washington, DC 20515

Gentlemen:

I am responding to your August 1, 2008 letter to Jerry Kent asking whether, as an Internet network operator, Suddenlink Communications engages in certain data collection practices to tailor Internet advertising based on a consumer's web surfing activity. Below, in bold font, are the inquiries contained in your letter, with Suddenlink Communications' responses below each respective inquiry.

- 1. Has your company at any time tailored, or facilitated the tailoring of, Internet advertising based on consumers' Internet search, surfing, or other use?**

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Suddenlink Communications has not utilized our network or authorized others to utilize our network to tailor or facilitate the tailoring of Internet advertising to its subscribers.

Separately from any such practice, we do employ technology, similar to that included in many toolbar or search applications. This technology directs a subscriber who types in an erroneous URL to an "error" message page which suggests potential links that the user may have been looking for and also provides some links to sponsored advertisements. In such cases, the sponsored advertisements are delivered based upon predictive judgments made about the mistyped URL and the technology does not collect or rely upon any other data.

Additionally, as a website operator, we provide advertising and web search functionality, but we rely on third-parties such as Google and Yahoo to do so, just as any other website operator does. We understand that Google and Yahoo will be providing you with information on those advertising networks and their practices.

- 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 response to Question # 1, we do not engage in such practice.

- 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.**

As indicated in response to Question # 1, we do not engage in such practice.

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

As indicated in response to Question # 1, we do not engage in such practice.

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

As indicated in response to Question # 1, we do not engage in such practice.

6. **How did your company notify consumers 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.**

As indicated in response to Question # 1, we do not engage in such practice.

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.**

As indicated in response to Question # 1, we do not engage in such practice.

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

As indicated in response to Question # 1, we do not engage in such practice.

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 the analysis concluded.**

As indicated in response to Question # 1, we do not engage in such practice.

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

As indicated in response to Question # 1, we do not engage in such practice.

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 proceeding questions with reference to such correlation. If you previous answers already do so, it is sufficient to simply cross-reference those answers.**

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

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Suddenlink Communications recognizes its obligation to protect subscriber privacy and makes every effort to do so. We look forward to working with you and the Committee on this important matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Rosenthal', with a long horizontal flourish extending to the right.

Craig L. Rosenthal  
Senior Vice President and General Counsel