



August 8, 2008

The Honorable John D. Dingell
Chairman
Committee on Energy and Commerce
U.S. House of Representatives
2328 Rayburn House Office Building
Washington, D.C. 20515-2215

The Honorable Joe Barton
Ranking Member
Committee on Energy and Commerce
U.S. House of Representatives
2109 Rayburn House Office Building
Washington, D.C. 20515-4306

The Honorable Edward J. Markey
Chairman
Subcommittee on Telecommunications
and the Internet
U.S. House of Representatives
2108 Rayburn House Office Building
Washington, D.C. 20515-2107

The Honorable Cliff Stearns
Ranking Member
Subcommittee on Telecommunications
and the Internet
U.S. House of Representatives
2370 Rayburn House Office Building
Washington, D.C. 20515-0906

Gentlemen:

I am writing in response to your August 1, 2008 letter to Robert J. Miron asking for information about the data collection practices of Internet network operators who tailor Internet advertising based on a consumer's Web surfing activity. Although we offer High Speed Internet Service, we have not trialed or deployed such tailored internet advertising technologies as part of our service. Bright House Networks is committed to protecting subscriber privacy and makes every effort to ensure that its practices comply with applicable law. We look forward to working with you and the Committee on this important matter.

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

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

Our High Speed Internet Service does employ technology, similar to that included in many toolbar or search applications, to respond to subscribers who mistype or otherwise enter an invalid web address. This technology directs the subscriber to an "error" landing page which suggests potential links that the

user may have been looking for and also provides some links to sponsored advertisements. The sponsored advertisements are not based on any customer specific information, but are based on assumptions about what the subscriber might have been looking for with the mis-typed or invalid web address. The technology does not collect or rely upon any other data.

Bright House Networks does operate certain websites, such as Around Town, and sponsors a Roadrunner web page, on which we place some advertising. We do not place any third party advertisement on these sites that is based on consumer internet search, surfing or other use.

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 # 1, we do 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 practice? If so, please explain what that analysis concluded.

Not applicable.

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.

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.

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.

We do not correlate data in this way.

I hope that these responses are helpful to the Committee.

Sincerely,



Nomi M. Bergman
President