CABLEVISION

JOHN R. BICKHAM
President
Cable & Communications

August 8, 2008

The Hon. John D. Dingell
Chairman
Committee on Energy and Commerce
2125 Rayburn House Office Building
Washington, D.C. 20515

The Hon. Edward J. Markey
Chairman
Subcommittee on Telecommunications
and the Internet
316 Ford House Office Building
Washington, D.C. 20515

The Hon. Joe Barton
Ranking Member
Committee on Energy and Commerce
2322-A Rayburn House Office Building
Washington, D.C. 20515

The Hon. Cliff Stearns
Ranking Member
Subcommittee on Telecommunications
and the Internet
564 Ford House Office Building
Washington, D.C. 20515

Dear Chairman Dingell, Ranking Member Barton, Chairman Markey, and Ranking Member Stearns:

I am responding to your letter to James Dolan asking whether, as a network operator, Cablevision Systems Corporation ("Cablevision") engages in certain data collection practices to tailor Internet advertising based on a consumer's web surfing activity. I can assure you that Cablevision takes very seriously our obligation to protect the privacy of our subscribers and we make 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. Please do not hesitate to contact me if you have further questions.

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

   Cablevision has not utilized its network or authorized others to utilize its network to tailor or facilitate the tailoring of Internet advertising to its subscribers based on our customers' search, surfing or other use. In connection with the services Cablevision provides as a network operator, we maintain Internet websites that offer advertising and web search capability, but as a website operator we rely on unaffiliated third parties for these functions, just as any other website operator does. We understand that these unaffiliated third parties will be providing you with information on their activities.

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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 explained in response to Question 1, Cablevision has not engaged 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. See response to Question 2.

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

   Not applicable. See response to Question 2.

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. See response to Question 2.

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. See response to Question 2.

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. See response to Question 2.

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

   Not applicable. See response to Question 2.

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. See response to Question 2.

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. See response to Question 2.

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.

As indicated in response to Question 1, we have not utilized our network or authorized others to utilize our network to tailor or facilitate the tailoring of Internet advertising to our subscribers. We do not collect, maintain or correlate data regarding our subscribers' Internet use across services or applications to tailor Internet advertising to our subscribers.

Sincerely,

John Buckhan (PL)