
GENERAL RULES AND REGULATIONS

XVII. PAYMENT OF BILLS

The customer is responsible for payment of all exchange, toll, and other charges for service furnished and/or billable in accordance with the provisions of the filed tariffs, including charges for services originated, or charges accepted, at such facilities.

Payment of bills for telephone service shall be made at the office of the Utility or to a duly authorized collector of the Utility.

Customers have the option of receiving their telephone bill electronically. The bill will include the bill face, (front and back), mandated messages and bill inserts, summary of current charges and section or service total information. It will also include call detail and adds and changes in detail options. See Tariff Section 10 for rates and special conditions.

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Removal bills, special bills, bills rendered on vacation of premises or bills rendered to persons discontinuing exchange service, will be payable upon presentation. Bills for restoration of service and deposits for the establishment or reestablishment of service must be paid before service will be installed or restored. See Sections 15 and 16 for the charges and conditions applicable to service which has been temporarily disconnected for failure to pay a bill for telephone service.

XVIII. RETURNED CHECKS

When payment on any bill or deposit is made by check, and the check is returned unpaid for any reason, a charge of \$5.00 will apply for each returned check.

XIX. LATE PAYMENT CHARGE

A late payment charge of 1.5 percent applies to each customer's bill when the previous month's bill has not been paid in full, leaving an unpaid balance carried forward. The 1.5 percent charge is applied to the total unpaid amount carried forward and is included in the total amount due on the current bill.

XX. CUSTOMER INCENTIVE PROGRAM

Residence Customer Incentive Program

A. Description

The Customer Incentive Program is an offering for potential new residence local exchange customers and existing residence local exchange customers to encourage the retention or continuation of existing services by those existing customers.

B. Terms and Conditions

1. This Customer Incentive Program may be offered to potential new residence local exchange customers. In addition, the Company may provide a retention benefit to any existing residence customer who has retained a service for some period of time.

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GENERAL RULES AND REGULATIONS

XX. CUSTOMER INCENTIVE PROGRAM (Continued)

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Residence Customer Incentive Program (Continued)

B. Terms and Conditions (Continued)

2. For a potential new residence customer, the Company may provide an incentive offer no more often than once in any one-year period. In retention situations, the Company may provide an incentive no more often than once in any one-year period with respect to any particular service or feature.
3. To qualify for these offers, a residence customer is required to have a satisfactory credit rating with the Company.
4. For a potential new residence local exchange customer, the Company may condition its offers upon the customer remaining with the Company for up to one year. Any minimum period of time shall be identified to the residence customer as part of the offer. In such cases, if the customer terminates service early, the customer may be billed all of the nonrecurring charge(s) and monthly rate(s) waived under this program. The customer is not considered to be opting out if the customer moves to another Company service of equal or greater value.
5. The recipients of the Customer Incentive offer and the amount of the customer incentive offer shall be in the sole discretion of the Company, but the total value of the offer may not exceed the sum set out in C.1., following.
6. The Company shall determine the particular details, including but not limited to periods and duration, class of customers, services, amounts, and geographic area, so long as each such offer to a particular local exchange residence customer is not inconsistent with the provisions of this Tariff and the amount does not exceed the maximum amount set forth in C.1. following. The Company may prohibit use of this program in conjunction with another being marketed by the Company and/or a Company affiliate.
7. Offers may differ based on reasonable criteria, including the following criteria or combinations of criteria below:
 - (a) The sales channel through which the products are sold.
 - (b) A specific geographic area.
 - (c) Existing customers who request to have one or more products disconnected.
 - (d) Customers who identify a better competitive offer are available to them. Company representatives may present to these customers multiple offers up to the maximum value under C.1., following.
 - (e) Such other facts, criteria, and circumstances as the Company believes is a reasonable basis upon which to distinguish among groups of customers.
8. The Company reserves the right to discontinue this offer.

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GENERAL RULES AND REGULATIONS

XX. CUSTOMER INCENTIVE PROGRAM (Continued)

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Residence Customer Incentive Program (Continued)

C. Rates and Charges

1. The Customer may be offered one of the following, or the equivalent monetary value, on selected products as determined by the Company:
 - (a) A waiver of an amount up to 100% of the current residence nonrecurring rate(s) or charge(s), or
 - (b) A waiver of up to three months of the recurring rate(s) or charge(s), or
 - (c) A waiver of an amount up to 100% of the current residence nonrecurring rate(s) or charge(s) and up to three months of the recurring rate(s) or charge(s), or
 - (d) A benefit or consideration offered or provided that is not associated with a service or product offered by the Company such as CPE, merchandise, or discounts on merchandise offered by others, gift certificates, gift cards or otherwise, in the discretion of the Company. In determining the value of non-cash offers or benefits, the actual cost incurred by the Company, not to exceed the sum of C.1.(c) above, shall be used.
2. The waiver(s) will appear in the form of a credit(s) on the customer's bill. The waiver may be one-time, or spread over a period of up to 12 months in a fashion determined by the Company.
3. Waiver amounts are calculated on the first month's nonrecurring charge(s) and monthly rate(s). The total waived amount will not exceed the value of the total nonrecurring rate(s) or charge(s) plus three months service of the monthly rate(s) or charge(s).

Business Customer Incentive Program

A. Description

The Customer Incentive Program is an offering for potential new business local exchange customers and to existing business local exchange customers to encourage the retention or continuation of existing services by those existing customers.

B. Terms and Conditions

1. This Custom Incentive Program may be offered to potential new business local exchange customers. In addition, the Company may provide a retention benefit to any existing business customer who has retained a service for some period of time.
2. For a potential new business customer, the Company may provide an incentive offer no more often than once in any one-year period. In retention situations, the Company may provide an incentive no more often than once in any one-year period with respect to any particular service or feature.

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GENERAL RULES AND REGULATIONS

XX. CUSTOMER INCENTIVE PROGRAM (Continued)

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Business Customer Incentive Program (Continued)

B. Terms and Conditions (Continued)

3. To qualify for these offers, a business customer is required to have a satisfactory credit rating with the Company.
4. For a potential new business local exchange customer, the Company may condition its offers upon the customer remaining with the Company for a minimum of one year. Any minimum period of time shall be identified to the business customer as part of the offer. In such cases, if the customer terminates service early, the customer may be billed all of the nonrecurring charge(s) and monthly rate(s) waived under this program. The customer is not considered to be opting out if the customer moves to another Company service of equal or greater value.
5. The recipients of the Customer Incentive offer and the amount of the customer incentive offer shall be in the sole discretion of the Company, but the total value of the offer may not exceed the sum set out in C.1., following.
6. The Company shall determine the particular details, including but not limited to periods and duration, class of customers, services, amounts, and geographic area, so long as each such offer to a particular local exchange business customer is not inconsistent with the provisions of this Tariff and the amount does not exceed the maximum amount set forth in C.1., following. The Company may prohibit use of this program in conjunction with another being marketed by the Company and/or a Company affiliate.
7. Offers may differ based on reasonable criteria, including the following criteria or combinations of criteria below:
 - (a) The sales channel through which the products are sold.
 - (b) A specific geographic area.
 - (c) Existing customers who request to have one or more products disconnected.
 - (d) Customers who identify a better competitive offer are available to them. Company representatives may present to these customers multiple offers up to the maximum value under C.1., following.
 - (e) Such other facts, criteria, and circumstances as the Company believes is a reasonable basis upon which to distinguish among groups of customers.
8. The Company reserves the right to discontinue this offer.

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GENERAL RULES AND REGULATIONS

XX. CUSTOMER INCENTIVE PROGRAM (Continued)

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Business Customer Incentive Program (Continued)

C. Rates and Charges

1. The Customer may be offered one of the following, or the equivalent monetary value, on selected products as determined by the Company:
 - (a) A waiver of an amount up to 100% of the current business nonrecurring rate(s) or charge(s), or
 - (b) A waiver of up to three months of the recurring rate(s) or charge(s), or
 - (c) A waiver of an amount up to 100% of the current business nonrecurring rate(s) or charge(s) and up to three months of the recurring rate(s) or charge(s), or
 - (d) A benefit or consideration offered or provided that is not associated with a service or product offered by the Company such as CPE, merchandise, or discounts on merchandise offered by others, gift certificates, gift cards or otherwise, in the discretion of the Company. In determining the value of non-cash offers or benefits, the actual cost incurred by the Company, not to exceed the sum of C.1.(c) above, shall be used.
2. The waiver(s) will appear in the form of a credit(s) on the customer's bill. The waiver may be one-time, or spread over a period of up to 12 months in a fashion determined by the Company.
3. Waiver amounts are calculated on the first month's nonrecurring charge(s) and monthly rate(s). The total waived amount will not exceed the value of the total nonrecurring rate(s) or charge(s) plus three months service of the monthly rate(s) or charge(s).

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