



The FCC voted Thursday, December 14, 2017, to revise a prior commission order dating back to 2015. The previous order gave the commission the authority to regulate the Internet using what is known as Title II, or “telephone-era” regulation. Title II gave the government sweeping latitude to regulate Internet traffic, prices, privacy and other processes. Those regulations only applied to Internet Services Providers (ISPs), such as Polar Communications, and not to Internet content providers that don't provide network services, like Netflix, Facebook, Google, ESPN and others, which also are a significant part of the Internet ecosystem and the consumer’s overall experience.

Polar Communications built our network for speed, performance, and redundancy. This new legislation will not change the way we do business. Polar Communications will not harvest or sell customers’ private web browsing history or data or prohibit customers from attaching devices to their connection. We will not throttle, block, or give priority service in exchange for compensation.

Polar’s goal has always been to provide the highest quality services at a fair price. As a member-owned cooperative, we respect the privacy of our customers and will continue to make it a priority at our company to protect it.

We look forward to work with the FCC and lawmakers to ensure the Internet experience for consumers and businesses – as well as the exchange of Internet traffic between providers – remains positive and beneficial to all.

Net Neutrality Q&A

In December, 2017, the Federal Communications Commission (FCC) rescinded its net neutrality rules. You may be concerned about how this action will affect customers of Polar Communications. Below are frequently asked questions about net neutrality.

1. What is net neutrality?

Net neutrality is shorthand for a set of rules that outlawed broadband providers such as Polar Communications from blocking your access to particular Internet applications, throttling (slowing down) certain Internet applications, or charging the owners of certain applications a fee to get priority treatment (faster speeds or better quality) on the broadband provider's network. (This is also known as paid prioritization or "fast and slow lanes" on the Internet.) Net neutrality rules also required disclosure of the customer practices of the broadband provider.

2. What did the FCC do about net neutrality?

It transferred enforcement of policies against blocking and throttling to the courts and the Federal Trade Commission (FTC). It permitted paid prioritization. It retained and simplified rules about disclosures of broadband practices of broadband providers.



3. Does Polar Communications engage in blocking, throttling or paid prioritization?

No. Polar Communications broadband customer practices can be found on our website under “ISP Policies” at <https://www.polarcomm.com/engine/wp-content/uploads/2018/07/ISP-policy-7-1-2018.pdf>

4. Will the FCC's net neutrality decision cause the price of my service to change?

No. Please see the various service plans available from Polar Communications.

5. Will the FCC's net neutrality decision cause my broadband service to slow down?

No. Polar Communications strives to bring you the best broadband service possible over our modern fiber optic network. If you wish to improve the broadband speed for your business or residence, please see our available service plans, contact us at 701-284-7221. We can perform a Wi-Fi optimization for the ideal signal strength that will deliver the best speed and coverage in your home or business.

6. Will I still be able to access any website I want?

Yes.

7. Why is net neutrality so controversial?

There is concern that very large wireline or wireless broadband providers may engage in paid prioritization, favoring their own applications or making it harder for owners of new or less popular applications that can't afford to pay for better service to reach broadband customers. Some argue that this could also impact the diversity of viewpoints available to Americans.

Some argue that broadband providers will invest more in their networks if they can charge the owners of applications a fee for faster speeds or better quality. Others contend that the presence or absence of net neutrality rules does not affect investment by broadband providers.

8. What will happen to the Internet without net neutrality rules?

It is unclear as to whether or how the business and customer practices of very large broadband providers will change. Polar Communications will continue to strive to bring you, our customers, the best broadband service at the best prices.

Thank you for subscribing to the voice and broadband services of Polar Communications. More information on our services can be found at www.thinkpolar.com or you can contact our business office at 701-284-7221.