

NOTICE TO CUSTOMER REGARDING BLACKFOOT'S ROBOCALL BLOCKING SERVICE

Unwanted Calls. Blackfoot's robocall blocking service blocks a large number of unwanted calls and robocalls. "Unwanted calls" include, but are not limited to, the following types of callers: charities (usually seeking donations), political campaigns, debt collectors, advertising and general spam callers (such as "win a free cruise" and "vehicle warranty" callers). "Robocalls" are calls originating by a computerized autodialer that either play pre-recorded messages or connect you to a real person after the call is answered. Robocalls can bombard phones at all hours of the day, in some cases luring consumers into scams or leading to identity theft. It is estimated that one in five calls is a robocall. In February 2017 the IRS reported there have been over 10,000 victims of the "IRS scam," where scammers pretend to represent the IRS and claim the consumer owes back taxes. More recent reports show fraudsters have called consumers with their personal information, tricking them to say "yes" to innocuous questions in order to claim later that there was authorization for charges to the consumer or business being scammed. Beyond the threats of falling prey to scams or identity theft, unwanted calls and robocalls are an annoyance that Blackfoot's robocall blocking service can help alleviate.

Notice to Customer. Blackfoot's robocall blocking service may inadvertently block desired calls. If Blackfoot customers learn or believe a desired call was mistakenly blocked, they may call Blackfoot (406-541-5000) to report the blocked call and Blackfoot will work to correct the issue.

Reputation Data. Relying on "reputation data," this service blocks categories of calls defined above as "unwanted calls" and "robocalls". Reputation data is comprised of a number of data sources, like: publicly available industry robocall lists (e.g., from the FCC), analysis of call activity for robocalling patterns, analysis of "honey pots" (e.g., phone numbers that have either never been used, or have been removed from use), user feedback reports, and CAPTCHA tests (e.g., tests used to determine if the caller is a live human or a recording). This reputation data is fed into an algorithm that is constantly changing and that assigns a caller a score of 0-100, with the caller being blocked as a "robocaller" if the score is above 80 (e.g., indicating an extreme likelihood the call is an unwanted call or a robocall).

Reservation of Rights. Blackfoot reserves the right to modify or terminate the service based on laws and/or regulations that impact the service.