

United Telephone Association, Inc.; United Communications Association, Inc.; United Wireless Communications, Inc. - Broadband Consumer Labels Policy

Last Updated: September 17, 2024

Purpose:

United is committed to providing transparent and accurate broadband information to consumers. In compliance with the Federal Communications Commission (FCC) Order FCC 22-86, United will ensure that broadband consumer labels (“broadband labels”) are accessible at points of sale, on its website, and through its billing portals no later than the October 10, 2024, compliance deadline. These labels allow consumers to easily compare United’s broadband offerings with those of other providers and make informed decisions about their Internet services.

Label Availability:

1. At Points of Sale (POS):

United’s Retail Service Representatives (RSRs) will have the capability to present broadband labels for all available plans upon request at the point of sale. This ensures that customers have access to key information regarding speeds, latency, pricing, and other information before making a purchase decision.

- A QR code linking to all United broadband labels will be readily accessible at each point of sale location for ease of access.
- The RSR may display the broadband label to the customer by either adjusting their screen for visibility or, if repositioning is not possible, inviting the customer to a viewing position where the label is clearly visible on the RSR's screen.

2. Billing Portals:

For existing customers, broadband labels associated with their active plans will be integrated into the online billing portal. This ensures that customers have continued access to the most current information about their plan.

3. Website Integration:

United will maintain an up-to-date broadband label for each plan directly on its website, providing clear and easy access to all required information, including speed, performance information, and pricing details. In compliance with FCC requirements, all labels will be made available in machine-readable format to support third-party data aggregation and comparison-shopping tools.

To ensure accessibility for all consumers, the labels will be presented using HTML code, allowing for easy integration with assistive technologies like screen readers. Multiple language options will be supported through native browser translation tools. These measures ensure that all consumers, regardless of their language or accessibility needs, can easily access, review, and compare broadband plans on United’s website.

Network Performance Evaluation Methodology:

United has conducted comprehensive testing to measure and validate broadband performance across its fixed and mobile services. For fixed broadband, speed and latency were assessed

through a dual approach. First, United analyzed results from Managed Router tests, providing controlled, consistent metrics from devices managed within its network. Additionally, United utilized random speed tests performed by technicians at customer premises, ensuring that real-world conditions aligned with its Managed Router data.

For mobile broadband services and other instances where a large sample of Managed Routers was not available, United relied on technician-conducted speed tests performed at diverse customer locations. This approach allowed United to capture a wide range of performance metrics in various environments, ensuring that the reported data accurately reflects real-world conditions across its service areas.

Compliance Measures:

United will ensure that all broadband labels reflect the most current data regarding plan speed, pricing, and network performance. This information will be updated as necessary to maintain compliance with FCC standards.

Customer Awareness and Training:

United is committed to ensuring that all relevant staff members are thoroughly trained on the use and communication of broadband labels. To achieve this, United has engaged Pivot Group, an NRTC company, to provide on-demand broadband labels training. This training is mandatory at minimum for the following employees: Retail Sales Representatives (RSRs), Technical Support Specialists (Helpdesk representatives), Billing Clerks, and Outside Plant Technicians.

The training will cover many aspects of broadband labels, including how to interpret the data, how to assist customers in comparing plans, and the regulatory importance of the labels. Employees are required to complete this training to ensure that they can effectively explain broadband labels to customers and support compliance with FCC regulations.

Contact Information:

If you have questions regarding United's broadband labels or the associated policy, please contact United by phone at 620-227-8641, via the United website at <https://getunited.com/contactus/>, or in person at any of our retail store locations.