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## **NET NEUTRALITY INFORMATION FOR CLIENTS TO USE WITH CUSTOMERS**

The Federal Communications Commission (FCC) recently rescinded its Net Neutrality rules. The following are suggestions for how your company may deal with questions from customers about what impact the FCC's decision might have on the internet and their services with your company.

[Use in response to customer inquiry]

Thank you for your inquiry about how the recent action by the Federal Communications Commission (FCC) to rescind its net neutrality rules will affect customers of **[name of company]**'s broadband service. Below is a list of frequently asked questions about net neutrality.

[Post on website]

In December 2017 the Federal Communications Commission (FCC) rescinded its net neutrality rules.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 **[name of company]**. Below are frequently asked questions about net neutrality.

[Use for responses to customer inquiries and to post on website]

### **1. What is net neutrality?**

*Net neutrality is shorthand for a set of rules that outlawed broadband providers such as **[name of company]** 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 **[name of company]** engage in blocking, throttling or paid prioritization?**

*No. Information about the broadband customer practices of **[name of company]** can be found on our website here **[insert hotlink on "here" to disclosure page]**.*

### **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 **[name of company]**.*

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

*No. [name of company] 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 [insert number or email address], or use our WiFi optimizer 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. Please see our [insert website link] for practices that will help keep you and your Internet-connected device safe online.*

**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. But [name of company] 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 [name of company]. More information on our services can be found at [insert website link] or you can contact our business office at [insert phone number].*

If you have any questions regarding this issue, please contact your GVNW consultant.