

# Editorial Guidelines

## Core Values

Windstream has four core values that guide all that we do:

- Accountability – Take ownership. Be responsive and transparent. Fulfill your obligations to your customers, team members and the company;
- Collaboration – Come together. Work with others to achieve shared goals. Foster an environment of teamwork;
- Agility – Be nimble. Seek out opportunities to improve. Think and act in a way that embraces change; and
- Respect – Serve others. Cultivate a climate of dignity, trust and respect for all. Consider others’ opinions equal to your own.

## Guiding Principles

In the content we create and publish, Windstream is committed to:

- Respecting freedom of expression
- Respecting intellectual property (IP) rights
- Accuracy and editorial independence
- Protecting the privacy of information sources or story subjects
- Respecting cultural rights and diversity
- Human rights-neutral content
- Equal access to content and services
- Promoting informed decision making by appropriate audiences

## Diversity & Inclusion

We work closely with our internal creative teams and agency partners to ensure that the people we portray in our videos and advertisements visually reflect and celebrate the diversity of our company and the communities we serve.

Additionally, we are committed to ensuring that our digital brand presence adheres to accessibility guidelines and requirements so that people with disabilities can access and understand all of the critical information therein.

## Children’s Online Privacy Protection Act (COPPA) / Personally Identifiable Information (PII)

We follow policies and procedures that protect children, safeguard the intellectual property rights of content owners, and protect the privacy and security of our customers.

There are numerous content management tools, such as content ratings systems and parental controls, available on the market to empower customers to evaluate the varied content on the Internet.

Children under the age of majority should consult with their parents or guardian before furnishing any data to us. Parents should consider using one of a number of available parental control tools that provide a child-friendly, online environment and can prevent children from disclosing personally identifiable information



(PII) without parental consent. Examples of PII can be found in our [Privacy Policy](#). If a child has provided personal information without the consent of a parent or guardian, that parent or guardian should contact us to request that the information be deleted from our records.

Windstream does not knowingly collect PII from children under the age of 13 in connection with providing products and services, and it strives to comply with all provisions of the Children's Online Privacy Protection Act (COPPA). If Windstream inadvertently collects information from minors below the age of 13, the information will be treated as PII of the adult customer.

## **Freedom of Expression**

Windstream respects freedom of expression and our customers' ability to freely access and disseminate the lawful content of their choosing in a manner that respects others' use of the network and that complies with the law.

Windstream exercises, in compliance with the law, broad discretion over our choice of brands and companies that advertise on our platforms. Windstream will reject advertisements it believes are misleading, inaccurate or that make fraudulent or unfair competitive claims. Windstream also will reject advertisements that are patently offensive or that violate the law (e.g. libel, copyright, trademark, right of privacy, etc.).

Additionally, Windstream will reject advertisements that: are indecent; are sexually inappropriate; support hate speech; glorify violence or abuse; are defamatory or libelous; glorify drug use and abuse (including alcohol and tobacco); or attack or ridicule an individual or group's age, national origin, race, ethnicity, religion, gender, sexual orientation or disability.

