



## **SELCO BROADBAND LABEL POLICY (AS OF SEPTEMBER 2024)**

SELCO strives to provide consumers with accessible, easy-to-understand information about the services we provide to help subscribers make informed decisions about what services will best suit their needs. Consistent with this practice, we provide Broadband Labels in accordance with the Federal Communications Commission (FCC) requirements to clearly disclose certain package and pricing information for our internet services in a standardized format. Information about SELCO's broadband policies and practices is available at [www.selco.shrewsburyma.gov](http://www.selco.shrewsburyma.gov)

### What are Broadband Labels, and Why is SELCO Publishing Them?

As of October 2024, the FCC requires all internet providers in the United States to display their product information in a standardized and easy-to-read format. The format resembles the nutrition labels found on food products in grocery stores. The Broadband Label requirement aims to boost transparency for internet subscribers, better enabling informed consumer decision-making. All internet providers are now required to be more transparent with their fees, promotional prices, typical upload and download speeds, and latency in a consistent, comparable manner.

### Why is Broadband Labeling Important?

With all internet providers abiding by the same disclosure format, you can easily compare product offerings across internet and stream providers and choose the best plan for you.

SELCO does not engage in introductory pricing schemes that entice consumers with short-lived pricing discounts that later balloon to larger monthly charges, but many providers do. Providers will now have to clearly disclose these plan details on the labels.

## What Plans are Labels Provided for?

Labels are created for standalone residential and business plans and deliberately provided to all new customers who subscribe to internet services. If the internet service is part of a bundle, labeling is not currently required.

The FCC determined that Labels are not required for enterprise or special access offerings, which are typically offered to large organizations through customized or individually negotiated arrangements.

## Where and How are Labels Displayed and Distributed?

Per FCC requirements, Broadband Labels will be available in a variety of mediums, including:

**Website-** Broadband labels are displayed on the Selco website at [www.selco.shrewsburyma.gov](http://www.selco.shrewsburyma.gov).

**Office-** A QR code will be available in the office so customers can easily view all labels for all internet plans. Alternatively, we can print and/or email the broadband labels for the customer if they prefer.

**Phone Calls-** Customers can be directed to the SELCO website while the representative is discussing the options over the phone; OR if the customer does not have access to the internet during the call, a copy of the label can be mailed and/or emailed to the customer; OR the label can be read over the telephone in its entirety to the customer by a customer service representative.

**Online Account Portal-** Customers who have already enrolled in our SmartHub portal will find the Broadband Labels under the “My Services” section. Any customers wishing to enroll in SmartHub can do so at <https://www.selco.shrewsburyma.gov/smarthub> or can contact Customer Service at 508-841-8500 for assistance.

**Customized Formats-** Requests for alternative viewing formats will be considered and accommodated when possible.

## What Options Are Available for ADA Requests for a Label?

All labels will be available on our website, and in a machine-readable format. Labels can also be provided with larger font sizes and conveyed verbally over the telephone or in person. Additional options will be reviewed and accommodated when possible.

Will Labels be Provided in Non-English languages?

SELCO's entire website, including Broadband Labels, can be translated into a variety of languages.

How long will SELCO maintain Broadband Labels for Discontinued Packages?

SELCO will maintain an archive of all labels for a period of no less than two (2) years from the termination date of the service plan. The labels will clearly reflect that the package is no longer available for purchase by a new subscriber and that SELCO has removed the label from our website and any alternate sales channels (e.g., office location and over the telephone).

Will SELCO Create Labels for Grandfathered Plans?

The FCC requires that providers display labels for plans currently offered to *new* customers. Labels are not required for services used by current customers that are no longer available to new customers.

Will SELCO Notify Customers when a Term Changes on the Label?

Selco will follow its normal customer notification process to inform customers about a change in their service or pricing.