
SENATE BILL 6034

State of Washington

56th Legislature

1999 Regular Session

By Senators Brown, Hochstatter and Winsley

Read first time 02/23/1999. Referred to Committee on Energy,
Technology & Telecommunications.

1 AN ACT Relating to cable subscriber information practices; and
2 adding a new chapter to Title 19 RCW.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4 NEW SECTION. **Sec. 1.** The legislature finds that cable operators
5 collect personal information about their subscribers as a necessary
6 part of providing cable service. This information may reflect the
7 subscriber's intimate life, including personal, political, and
8 religious beliefs and interests, as well as financial status. The
9 legislature further finds that cable subscribers desire and expect this
10 information to be kept private, and used only as necessary to provide
11 cable service. The legislature declares that it is a matter of public
12 interest to ensure that individuals' privacy is protected, and finds
13 the provisions of this chapter necessary to protect the privacy of
14 cable subscribers.

15 NEW SECTION. **Sec. 2.** Unless the context clearly requires
16 otherwise, the definitions in this section apply throughout this
17 chapter.

1 (1) "Cable operator" means any person or group of persons who
2 provides cable service over a cable system and directly or through one
3 or more affiliates owns a significant interest in such cable system, or
4 who otherwise controls or is responsible for, through any arrangement,
5 the management and operation of such a cable system.

6 (2) "Cable service" means programming, in any combination, or any
7 other service provided by a cable operator on or in connection with a
8 cable system.

9 (3) "Cable system" means all or part of the facilities owned,
10 rented, leased, or otherwise controlled by a cable operator. This
11 includes plant, facilities, equipment, and closed signal transmission
12 paths; switches, software, hardware, and other processing equipment;
13 antennas, cables, amplifiers, towers, microwave links, studios, and
14 real and personal property; and any and all conductors, home terminals,
15 converters, remote control units, and all associated equipment or
16 facilities, the purposes of which include distributing cable service or
17 programming or producing, receiving, amplifying, storing, processing,
18 or distributing voice, data, video, multimedia or other forms of
19 electronic, optical, or other signals.

20 (4) "Personally identifiable information" means information that
21 can be associated with a particular individual through one or more
22 identifiers or other information or circumstances.

23 (5) "Programming" means the video, audio, voice, data, multimedia,
24 or other material or programs prepared for or capable of transmission
25 on a cable system.

26 (6) "Subscriber" means any person who is lawfully receiving, for
27 any purpose or reason, any cable service whether or not a fee is paid,
28 including each such person in a multiple unit building, except for
29 purposes of reporting or cost allocation, where equivalent subscriber
30 basis may be used.

31 NEW SECTION. **Sec. 3.** A cable operator shall not collect
32 personally identifiable information concerning any subscriber without
33 the prior written consent of the subscriber concerned, unless the
34 information is necessary to provide requested cable service to the
35 subscriber. In no case shall a cable operator observe or record, or
36 allow any third party to observe or record, the viewing habits or
37 communications of subscribers over the cable system.

1 NEW SECTION. **Sec. 4.** (1) A cable operator shall not disclose
2 personally identifiable information concerning any subscriber unless:

3 (a) The subscriber has provided written consent to the disclosure;

4 (b) The disclosure is necessary to provide cable service to the
5 subscriber;

6 (c) The disclosure is made pursuant to a court order authorizing
7 such disclosure, if the subscriber is notified of such order by the
8 person to whom the order is directed; or

9 (d) The disclosure is limited to names and addresses of subscribers
10 and the cable operator has provided the subscriber the opportunity to
11 prohibit or limit such disclosure.

12 (2) Under no circumstances shall a cable operator reveal, directly
13 or indirectly, to any third party which cable services an individual
14 subscriber receives, or the extent or nature of any viewing or other
15 use of a cable service by a subscriber.

16 NEW SECTION. **Sec. 5.** The legislature finds that the practices
17 covered by this chapter are matters vitally affecting the public
18 interest for the purpose of applying the consumer protection act,
19 chapter 19.86 RCW. A violation of this chapter is not reasonable in
20 relation to the development and preservation of business and is an
21 unfair or deceptive act in trade or commerce and an unfair method of
22 competition for the purpose of applying the consumer protection act,
23 chapter 19.86 RCW.

24 NEW SECTION. **Sec. 6.** A subscriber whose personally identifiable
25 information is collected or disclosed in violation of this chapter may
26 collect damages of one thousand dollars, or actual damages, whichever
27 is greater.

28 NEW SECTION. **Sec. 7.** Sections 1 through 6 of this act constitute
29 a new chapter in Title 19 RCW.

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