



Starry Embraces California’s Groundbreaking Consumer Privacy Act, Further Strengthening Its Consumer Privacy Practices for Subscribers Nationwide

Boston, Mass., (November 14, 2019) – [Starry, Inc.](#), a radically new internet service provider pioneering the deployment of next generation, high-capacity, point-to-multipoint, fixed wireless broadband, today announced that it has further strengthened its privacy policies, taking the necessary steps to comply with the California Consumer Privacy Act (CCPA), well in advance of the law going into effect on January 1, 2020.

Starry’s updated privacy notice enhances its existing policies, which commit to minimizing consumer data collection, being transparent about what information is collected, why it is collected and how it is used, and importantly, obtaining consumer consent and never selling consumers’ personal data to third parties. Implementing CCPA requirements now gives Starry’s subscribers nationwide the additional unprecedented right to access the personal information collected by the company. With these updates, Starry has one of the most stringent pro-consumer privacy policies among all major internet service providers nationwide.

“We’re unique among ISPs in that we aggressively focus on privacy as a core commitment to our customers,” **said Starry CEO and co-founder Chet Kanojia**. “Our team spends its time focused on delivering a fantastic customer experience centered on providing high-quality, affordable internet access, not thinking about how we can monetize your clicks, swipes and personal information.”

“Our success is dependent on customer satisfaction. We make money when customers are happy and that’s the currency we value most, not your personal information. We believe the protections provided under CCPA are critically important for our customers, which is why we’re taking steps now to ensure all of our customers nationwide have access to these fundamental privacy rights.” **said Kanojia**.

In May 2019, Starry filed a letter with the Federal Trade Commission recommending the agency create a “Privacy Compact with Americans” by setting a framework for how policymakers and consumers should think about personal data privacy. In that letter, Starry articulated the five guiding principles that shape how the company views protecting consumer privacy:

1. **All Personal Information Must be Protected Equally**: Starry believes that all information about a customer’s physical or digital life is personal and should be treated the same. Your zip code isn’t any less or more important than your name.

2. **Disclosure is Mandatory:** At Starry, we clearly explain what information we are collecting, why we are collecting it, and what we will do with it.
3. **Permission is Required:** At Starry, we ask consumers to give their consent before we collect personal information from them.
4. **Personal Information Collection Must be Minimized:** Starry collects the smallest data set necessary in order to provide our customers the services they requested or to market our service.
5. **Transparency, Transferability, and Deletion are Rights:** Starry believes our customers have a right to know the information that we have collected, to receive that information in a shareable and useable way, and the right to delete that information.

To learn more about Starry's privacy policy, visit: <https://starry.com/legal/privacy>

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About Starry, Inc.

At Starry, Inc., we believe the future is wireless and that connecting people to high-speed, broadband internet should be simple and affordable. Using our innovative, next generation fixed wireless technology, Starry is deploying gigabit-capable broadband to the home without bundles, data caps, or long-term contracts. Starry is a different kind of internet service provider. We put our customers first by protecting their privacy, ensuring access to an open and neutral net, and putting the customer experience at the heart of everything we do. Headquartered in Boston and backed by world-class investors, Starry is currently available in Boston, New York, Los Angeles, Washington, DC and Denver and is expanding nationwide. To learn more about Starry or to join our team and help us build a better internet, visit: starry.com.