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# Alexicon *insider*

INFORMATION AND ADVOCACY FOR THE  
RURAL TELECOMMUNICATIONS INDUSTRY

## Regulatory Headlines

### [FCC Eliminates Outdated Regulations](#)

The FCC has adopted a Memorandum Opinion and Order eliminating decades-old long-distance regulations applicable to certain telephone companies. Using its authority under the Telecommunications Act of 1996, the Commission is forbearing from enforcing rules and statutory provisions that are no longer needed to protect the public interest.

### [T-Mobile, Sprint Face New Questions](#)

T-Mobile US Inc and Sprint Corp executives this week urged senior U.S. regulators to approve the proposed tie-up, saying the combined company would have the incentive to slash prices, according to a filing on Thursday. At the meeting Wednesday, Federal Communications Commission officials questioned company executives about such issues as “submitted economic modeling, including how it is conservative in measuring benefits and pricing constraints,” according to a filing with the FCC from a lawyer for the companies.

### [O’Rielly on C-Band Spectrum](#)

FCC Commissioner Michael O’Rielly might have been preaching to the choir at the Brooklyn 5G Summit last Thursday, but he didn’t mince words when it came to his view on the midband spectrum conundrum in the U.S.

### [24 GHz Auction Moving to Next Phase](#)

The Auction 102 clock phase for 24 GHz upper microwave flexible use service (UMFUS) licenses has ended and will move on to the assignment phase starting May 3, 2019.

### [OIG Releases Lifeline Advisory](#)

The Federal Communications Commission (FCC) Office of Inspector General (OIG) has released an advisory letter to alert Lifeline carriers, carrier agents, consumers, and the public regarding pervasive, fraudulent practices that violate program rules and divert monies from the intended beneficiaries of the program.



## Market Watch

[Enterprises to Spend \\$1.18T on Transformation](#)

[AT&T and Verizon Fiber Builds](#)

[Subscribers Not Feeling Gigabit Service](#)

[Video Infrastructure Not Ready for 5G](#)



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# Technology Trends

*New and notable technology and services*

## Why a Geocode is not an Address

ON MARCH 1, the Department of Housing and Urban Development approved a new tranche of funding for Puerto Rico's reconstruction, the second installment of the \$20 billion in disaster recovery funding the federal government has committed to help the island recover from the damage of Hurricane Maria in 2017. Much of that money will be used to repair Puerto Rico's physical infrastructure, which was ravaged after the storm.

## Where are the IoT Privacy Laws?

No one knows for sure how many "things" are connected to the Internet, but the Federal Trade Commission reported last year that it was more than 8 billion, and that it would exceed 20 billion by the end of 2020! Astonishing as it seems, it turns out that U.S. privacy laws do not apply to all of those devices and the data they collect.

## FirstNet: AT&T Has 20 Rural Partners

AT&T has partnerships with 20 companies to support the deployment of the FirstNet nationwide public safety mobile broadband network in rural areas, said Ed Parkinson, acting CEO of the FirstNet Authority, at the NTCA Technology + Business Conference in Chicago today. Parkinson added that AT&T is looking for more FirstNet rural partners.

## Bipartisan Cause: Whacking Tech Companies

Ted Cruz and Elizabeth Warren have bonded over ripping Facebook. Massachusetts liberal Ed Markey has teamed up with Missouri conservative Josh Hawley to sponsor an online privacy bill. Even Nancy Pelosi and Donald Trump have found a common target in tech, each jabbing the industry over a series of perceived misdeeds. From the most conservative free market Republicans to staunchly progressive Democrats, the desire to rein in the tech sector has created surprising new partnerships among political enemies.

## IoT and the Elderly

Elderly people are often stereotyped as being bad with technology -- but they are one of the groups who can benefit the most from recent technological advances. The internet of things, in the form of connected cars, wearables and particularly smart home devices, is providing an increasing number of ways for seniors to stay active, independent and safe for longer.



## IN FOCUS Data Privacy

Issues surrounding data privacy continue to make headlines, with laws, fines, legislation, and outdated rules being some of the most prominent. In general, data privacy means maintaining information provided by customers to enterprises in the course of business transactions as confidential (or keeping such information within the business providing services). A decent historical analogue for the wireline telecom industry is CPNI, where certain customer information was to be kept from being used without customer consent. In the current world, data privacy is often tied to big tech companies (Facebook, Google, etc) and how they treat customer data. However, data privacy, even for small rural LECs and ISPs, is poised to become an important, and if not done right, burdensome compliance issue.

In the United States, data privacy became a telecom/ISP issue first with the Open Internet proceeding and then with the FCC's November 2016 Broadband Privacy order. In essence, this decision applied CPNI-like rules to broadband internet access (BIAS) providers, and the data security rules covered items such as individually identifiable CPNI, personally identifiable information, and content of communications. Of course, all these privacy rules were eliminated by an act of Congress in April of 2017.

Now, after several documented problems with how poorly customer data is sometimes protected, there's a new push in the United States Congress, several states, and across the world to tackle this problem. A [bill](#) was recently introduced in the Senate that would require internet service and edge providers to issue privacy notices, and would implement an opt-in/opt-out process for access to and dissemination of certain customer information. There have been numerous other [efforts](#) at addressing these issues, from varying angles, as well.

California adopted and is in the middle of implementing a fairly sweeping privacy law (California Consumer Privacy Act, or CCPA). The law contains several customer rights provisions, as well business obligations in the areas of notice, response to consumers, and deletion of consumer data upon request. Besides California, at least eight other states are working on similar statutes. Also, the European Union adopted perhaps the world's toughest data privacy standard—the General Data Protection Regulation ([GDPR](#)) - that has had a significant impact elsewhere but has also hit some snags.

What all of this means for small ISPs is a couple of things: (1) federal action will be vital if the industry wants to avoid fifty CCPAs or, perhaps even worse, 50 different state data privacy laws, and (2) the potential steps that must be taken by providers should some of the business obligations similar to those contained in the CCPA become common. For example, in order to comply with "right to deletion" requirements, the ISP would have to first know what kinds of customer data it collects by performing a data inventory of sorts. Also, a common thread among the various privacy laws is the identification of entities with whom customer data is shared. For rural ILECs, BIAS providers, and ISPs, customer data is likely collected on websites, in billing systems, and in call centers.

We will issue further updates as this issue progresses.



## Alexicon at Work

Doug Kitch will attend the Arizona New Mexico Telecommunications Association (ANMTA) spring conference in Santa Ana Pueblo, NM on May 6-8.

Doug Kitch and Chris Barron will attend the Small Company Coalition Annual Meeting in Richardson, TX on May 15-16.



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Questions? Comments?

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