

BNA is provided for the purpose of permitting the Customer to bill its telecommunications services to its End Users and may not be resold or used for any other purposes, including marketing activity such as market surveys or direct marketing by mail or by telephone. The Customer may not use BNA information to bill for merchandise, gift certificates, catalogs or other services or products.

2.18.1 Undertaking of the Company

- (A) All requests for information must be by facsimile in a format specified by the Company.
- (B) BNA will be provided for the ANI furnished by the Customer to the extent a billing name and address exists in the Company's records. BNA will not be provided for those End Users who have requested that their BNA not be disclosed for collect and billed third-party calls.

2.18.2 Obligations of the Customer

- (A) With each order for BNA, the Customer shall identify the authorized individual, the address, and or the facsimile to receive the BNA information.
- (B) The Customer shall institute adequate internal procedures to insure that BNA information, including that related to "confidential" non-published and non-listed telephone numbers, is used only for the purpose set forth in this Tariff and that BNA information is available only to those Customer personnel or agents with a need to know the information.
- (C) The Customer shall not publicize or represent to others that the Company jointly participates with the Customer in the development of the Customer's End User records, files, accounts, data bases, or market data or other systems it assembles through the use of BNA Service.