

The Communicator

News from your local coop to keep you connected.

September 2017

Do You Sometimes Feel Like You're Being Followed?

When you're online, you may notice that ads start appearing for products you've looked at recently. For example, let's say you're browsing around a home improvement store's site and click on product details for several light fixtures. Maybe you even move one of the light fixtures to your shopping cart. Then you leave the store's site and go to Facebook. What do you see there? You see an ad for the same light fixture on the right side of your Facebook News Feed. And when you go from site to site in the coming days, you keep seeing that light fixture ad turn up again and again. You are being followed, and this activity is called "behavioral retargeting." Here's how retargeting works: Each time you visit a site, it drops something called a "cookie" on to your Web browser. That cookie is anonymous; the site doesn't know who you are, but it knows you looked at that light fixture. Then the site can buy ads through a number of retargeting companies acting as middlemen, selling the ads aimed at you, the anonymous shopper, on behalf of the sites. The practice has become increasingly widespread because it's highly effective for advertisers. Retargeted ads perform better than regular banner ads since they're aimed only at people who they know are interested in their products right now. For all the talk of effectiveness and relevancy, retargeting can backfire on companies who use it. Some consumers are "creeped out" by the feeling of being followed by an ad, even if they know it's anonymous. The good news is you can control how much you are targeted (and retargeted) by advertisers. For complete browsing privacy, set your Web browser not to accept cookies (generally located in the settings menu). However, this means you may have trouble logging into websites where you have an account. A less drastic alternative is to simply reset your cookies every few days — just go to your browser settings and clear your cache.

If you are unsure how to set your browser to not accept cookie or how to clear your cache you can call us at 498-3456 and we will help you.

How Important is a Landline to you?

In an Emergency, Could Your Child Find the Phone? Picture this: An emergency happens in your home—let's say you're choking or having another medical crisis—and your young child needs to call 911. If there's no landline, your child will have to locate your cell phone (which could be anywhere), unlock it, enter a passcode or tap on the word "Emergency," and the phone icon, get to the keypad, enter 911, and then tap on Call or Send. That's a long list of steps for a child, especially during the stress of an emergency. Spring Grove Communications finds that many phone subscribers don't plan to use the landline service they are required to get in order to have internet or TV service from us, so they never plug a phone in to use it. An emergency is a great reason to have that phone sitting there and ready to go, even if it doesn't get used any other time.



Your Local Technology Headquarters
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REDZONE

Football season is upon us. Call today to make NFL RedZone part of your SGC-TV package. For only \$48/month you'll have access to all the touchdowns and exciting moments from every Sunday afternoon game.

College Sports Fans

Add the College Sports Suite to any package for only \$3/month.

Your channels include:

- 23 SEC Network
- 30 ESPNU
- 32 Outdoor
- 33 Sportsman
- 127 Fox College Sports - Atlantic
- 128 Fox College Sports - Pacific
- 129 Fox College Sports - Central

Metro Suite

Add the Metro Suite to any package for only \$6.50/month.

Your channels include:

- 105 KSTP-ABC (Mpls)
- 108 KXLT-FOX (Roch)
- 109 KMSP- FOX (Mpls)
- 111 KARE-NBC (Mpls)

Watch TV Everywhere

Watch TV Everywhere is FREE to all SGC-TV Expanded TV package subscribers. There are 70 channels you can watch on the go. You have access to many sports channels as well as news channels and many others.

If you have questions on how to access Watch TV Everywhere just give us a call and we'll be happy to assist you.



You may have read about SmartHub in previous newsletters or bill messages and you may be wondering why we keep talking about SmartHub. Stop wondering and sign up!

As you log into SmartHub with just a couple of clicks ...or taps if you are using the app on your tablet or smartphone, you are able to view your billing history, make payment instantly or schedule a payment and you can report a problem without having to call the office.

SmartHub is easy to sign up for and easy to use. If you have any questions or would like help navigating through SmartHub please contact us.

Helpful Links

To view your Spring Grove Communications bill online or pay it online.

Go to www.yourlocal.coop and click on the SmartHub icon.

Test your Internet speed.

Go to www.yourlocal.coop and click on Support then click on Test Your Speed.

Movie listing for Spring Grove Cinema.

Go to www.sgmovietheater.com

To learn about Internet safety tips and advice.

Go to www.connectsafely.org

Locate utilities on your property before a project

Go to www.gopherstateonecall.org if in Minnesota. In Iowa go to www.iowaonecall.com or call 811 from either state.