

SPECIAL UPDATE

October 8, 2024

FINAL REMINDER: Broadband Labels for Smaller Providers Due October 10, 2024

All Internet Service Providers (“ISPs”), including smaller ISPs, **must comply with the FCC’s broadband labels rules by October 10, 2024**. These rules stem from the FCC’s 2022 [Order](#) that requires fixed and mobile ISPs to publish standardized “nutrition labels” informing subscribers and potential customers of specific information about their broadband offerings.

Additional resources for ISPs, including customized and machine-readable CSV broadband label templates, are available on the FCC’s [Broadband Consumer Labels](#) website. Select the “For Providers” tab to review and utilize any of the resources.

Label Requirements. The new broadband labels are patterned stylistically on the nutrition food information labels, and must include:

- The provider’s base monthly price (without taxes, fees or product bundles).
- An “Additional Charges & Terms” section listing each non-tax additional one-time or recurring fee (including early termination fees).
- Whether the provider’s offered price is a promotional rate and, if so, the length or expiration date of the promotion and the subsequent, non-promotional rate.
- Whether a term commitment is required and, if so, a link to the terms of service.
- Links to information about bundling discount options.
- The amount of data included in the plan and any charges for exceeding the data allowance.
- The provider’s typical download and upload speeds and latency figures for each plan.
- Links to the provider’s network management disclosures and privacy policy.
- The provider’s customer support contact information.
- A link to the [FCC Consumer Resource Center](#).
- A unique identifier for each plan using an FCC-prescribed formula. Identifiers cannot be reused after a plan is discontinued.

All broadband providers must keep these labels up-to-date and retain evidence sufficient to support their accuracy for two years.

Label Locations. The labels must be prominently displayed at every “point of sale” (defined as the moment a consumer begins to investigate and compare broadband service plans available to them at their location). This includes displaying the labels on a provider’s website(s), in retail stores, and on phone calls (by, for example, directing the consumer to the specific web page on which the label appears by or orally providing the information). In terms of a provider’s website, providers must display the actual label – not simply an icon or link – after the consumer enters any required location information. Once the consumer has done so, the label must appear on the provider’s primary advertising web page that identifies the plans available to the consumer in close proximity to an associated plan advertisement.

Accessibility Requirements. The FCC's Order also imposed numerous accessibility and readability requirements. First, all providers must support machine-readability of all English version of the labels by providing the information separately in a spreadsheet file (e.g., a .CSV file) on the provider's website via a dedicated URL linked to the provider's network management disclosure.

Second, all providers must ensure that the labels are accessible to people with disabilities. And finally, the FCC's rules require providers to make the labels available in any other languages in which the provider markets its services.

Additional FCC Resources. The FCC's website provides template files that can be customized with Adobe Illustrator (.ai) and Encapsulated PostScript (.eps) files. To locate the template files, go to the [FCC's Broadband Consumer Labels website](#), select the option "For Providers," and scroll to the "Template files that can be customized."

If you have questions about the new broadband labels, network management disclosures, Internet privacy or broadband regulation, please contact Scott Friedman at (314) 462-9000 ext. 3 or sfriedman@cinnamonmueller.com or Alma Hoxha at (314) 462-9000 ext. 4 or ahoxha@cinnamonmueller.com.

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