

Consumers Need Consistent Privacy Protections: Federal Legislative Actions



Today, online data flows seamlessly across the internet ecosystem among various companies, including devices, operating systems, browsers, Internet Service Providers (ISPs), apps, online services, and advertising networks.

Consumers deserve one set of privacy rules.

Federal legislation should create a unified regulatory regime for privacy, data security, and breach notification, consistent with the standards developed and enforced by the Federal Trade Commission (FTC) over the past 20 years. Legislation would not only ensure consumers' rights are protected, but it would also provide consistent rules of the road for all internet companies, across all websites, content, devices, and applications.

Consistent privacy rules applied equally across the internet will benefit consumers and help drive innovative services.

Uniform privacy rules will offer consumers a greater sense of security and enhance consumer confidence. Protections should be based on the sensitivity of the consumer's data, not the type of company holding it. Comprehensive federal legislation will also help avoid a patchwork of state privacy regulations that can make it difficult for new internet services and applications to be deployed to consumers, and lead to far-reaching unintended consequences that could disrupt the operation of the internet that consumers have come to expect.

The FTC has a history of protecting consumers online.

The best path forward is for Congress to confirm the FTC's exclusive jurisdiction over online privacy, as well as codify a uniform and consistent privacy regime for all online data. The FTC is the recognized expert agency on consumer privacy and has brought over 500 cases protecting the privacy and security of consumer information. Its staff includes over 40 lawyers and technologists with expertise in internet privacy and data security.

AT&T is committed to protecting privacy.

AT&T's Privacy Policy and Code of Business Conduct reflect four basic privacy principles:



Transparency

You have a right to know how we use your data. You can find our privacy policies at att.com/privacy or on the application you are using.



Security

We use strong safeguards to keep your data confidential and secure. We apply encryption or other appropriate controls to protect it.



Choice and Control

You have the ability to opt in for some marketing programs and say no to others. We want you to be comfortable with how your data is being used.



Integrity

We want to keep the trust you place in us. So we focus on earning it by managing your data in a respectful, deliberate way.