

AT&T Policy Issues

Consumers Need Consistent Privacy Protections: State 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 would not only ensure consumers' rights are protected, but it would provide consistent rules of the road for all internet companies, across all websites, content, devices, and applications. Congress should establish uniform privacy rules that offer consumers a greater sense of security and enhance consumer confidence.

Why shouldn't states take legislative action?

States must be very careful about imposing privacy regulation, because data flows freely among many types of companies every time a user connects to the internet. Any new regulation could have far-reaching unintended consequences that could disrupt the operation of the internet that consumers have come to expect. States continue to have the authority to enforce privacy and consumer protection, as well as data breach notification laws in all 50 states.

Consumer privacy protections on the internet should be uniform across the nation.

Robust protection of consumer privacy on the internet requires uniform policies across the nation. 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. 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.

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.