

# Consumers Need Consistent Privacy Protections

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 bring enforcement actions related to privacy under existing state consumer protection laws, 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 has a firm company commitment to the privacy and security of our customers and users.

Our global privacy program is based on four basic principles that explain our commitments:

- **Transparency.** We're open and honest about how we use your data.
- **Choice and Control.** We give you choices about how we use your data. This includes the ability to opt in for some programs and say no to others.
- **Security.** We use strong safeguards to keep your data confidential and secure.
- **Integrity.** We do what we say. We manage data in a respectful, deliberate way to maintain the trust placed in us.

These principles are reflected in the AT&T Code of Business Conduct, as well as our Privacy Policies. AT&T's privacy commitments are always available on our website: [att.com/privacy](http://att.com/privacy)