Promoting Safety

Materiality Assessment Topics: Online risks and safety; Product safety

Issue Summary

Companies have an important role to play in helping our customers use our services and products in the manner that works best for themselves and their families.

Our Position

We are dedicated to empowering our customers to use our products and services in a safe and responsible manner.

Data Highlights

Key Performance Indicators
• Pledges to never text while driving through the "It Can Wait" campaign as of September 2013: **>3M**

2012 Goal	2012 Progress Toward Goal
Gauge customer awareness of No Texting While Driving campaign and of the dangers of texting while driving by developing and issuing a survey during 1Q12, which will inform a goal for progress in 2013.	• **30 percent** of survey respondents indicated that texting while driving messages have an impact on their driving habits. • More than **1.3 million** no texting while driving pledges were generated through channels including ItCanWait.com, Facebook, Twitter and text-to-pledge.

2013 Goal
• Continue to increase the awareness of texting while driving so that greater than **65 percent** of consumers recognize the danger.

Our Action

To empower our consumers to seize the benefits of technology while avoiding some of the safety pitfalls, we have safety programs that include education campaigns, parental controls for mobile phone and media content and collaborations with nonprofits and government entities.

TEXTING WHILE DRIVING

AT&T is committed to saving lives by raising awareness and changing texting while driving behaviors.

Several initiatives comprise our no-texting-while-driving campaign, *It Can Wait*®. Originally introduced in 2009, the program aims to educate millions of wireless users, our employees and the general public — particularly teens — about the dangers of texting while driving. In 2012, we created the first "No Text on Board" pledge day to bring consumers, policymakers and companies together to help end this dangerous behavior. In 2013, Drive 4 Pledges Day, our second annual pledge day, included a national event with the Federal Highway Administrator, FCC commissioner and NTSB member. More than 2,000 activities were staged nationally, more than 500 state and local proclamations were issued and more than 129 million impressions were generated on Twitter.

Advertising/PSAs

A national ad campaign shared personal stories of those whose lives were impacted by a texting-while-driving crash. Ads were created with celebrities who appeal to teens including Demi Lovato, One Republic and Olympians Gabrielle Douglas and Jordyn Wieber. In addition, American Idol finalists participated in events throughout the country in 2012.

In May 2013, AT&T worked with Sprint, T-Mobile and Verizon to launch a multi-million dollar, co-branded advertising campaign focusing on stories of people living with the consequences of texting while driving. The stories were featured in 30-second PSAs that served as the basis of a new texting while driving documentary released in August.

Online Resources

Our online resource center features downloadable tools and tips for consumers, schools and companies, along with posters, educational guides, fact sheets, links to the Public Service Announcements (PSAs) and print advertisements for the campaign. We also created a teen-focused site (ItCanWait.com) where materials on our campaign, including a new texting while driving documentary, are also hosted.

Technology and Innovation Programs

AT&T has tapped into its innovation programs to help drive the *It Can Wait* movement. The AT&T DriveMode app to curb the urge to text while driving emerged from an employee's submission to The Innovation Pipeline. The app continued to be enhanced in 2012. Additionally, the winning team of an *It Can Wait* hackathon was led by a 13-year-old girl.

AT&T Employees

AT&T engaged its 240,000 employees to help spread the word through outreach in their local communities. Through internal communications and websites we've encouraged employees to take the pledge and discuss the issue. Our employees have made presentations about the *It Can Wait* campaign to nearly 440 schools in 33

states and almost three-quarters of AT&T employees have taken the pledge.

It Can Wait Pledges

In 2012, more than 1.3 million pledges to never text while driving were logged, and following Drive 4 Pledges Day, the movement surpassed **3 million** total pledges.

Social Media Engagement

Twitter has been key to spreading the word and driving pledges. In a first-of-its-kind tactic, AT&T implemented a "tweet to pledge" feature that allows someone to pledge by including the hashtag with the words "I pledge" in a tweet. The AT&T social properties played a large role in sharing the pledge information. Tweet to pledge has significantly outperformed text to pledge — a surprise for a text-focused program. On Drive 4 Pledges Day, more than 19,000 tweets generated over 129 million impressions, and more than 85 celebrities encouraged their fans on social media to take the pledge.

National "See for Yourself" Tour

To bring the movement to life, in 2012 AT&T commissioned texting-while-driving car simulators and organized more than 200 local events for drivers to experience what happens while texting and driving. Since mid-August, AT&T has held an average of two events per day to help reach people where they live. An online simulation experience was also developed where users could experience firsthand, in a safe environment, the dangers of texting while driving.

External Support

Through more than 165 non-profit and corporate partners including NOYS, Big Brothers Big Sisters, DECA, RadioShack, Amazon, Wal-Mart and USAA, the *It Can Wait* message reached tens of millions of people in 2012 that AT&T might not have been able to reach alone. AT&T has created toolkits to enable these organizations to independently spread the word. There was significant engagement at the local and state levels in 2012, including 285 states and cities that issued don't-text-and-drive proclamations, and 27 states ran don't-text-and-drive messages on their LED highway signs.

AT&T has significantly expanded this program in 2013, including outreach to more than 1,500 organizations and companies, the deaf community through video messaging and more than 500 proclamations.

Documentary

Directed by acclaimed filmmaker Werner Herzog, *From One Second to the Next* focuses on the stories of four individuals who have been involved or caused a texting and driving accident. Released in August 2013, *From One Second to the Next* introduces new stories and faces on the subject following the successful release of *The Last Text* documentary in 2010. Through existing relationships, we shared the new documentary with 40,000 schools, hundreds of safety organizations and government agencies and many more across the country. To date, the video has been viewed more than 2.2 million times.

Retail

Employees in more than 5,500 AT&T locations wore *It Can Wait* T-shirts on pledge day in 2012, asked customers to pledge not to text and drive and distributed 9.6 million "No Text on Board" stickers to customers.

Suppliers

AT&T reached out to more than 1,000 of its strategic suppliers to seek their support and to get them to share the message with their

employees. Device makers were asked to preload the AT&T DriveMode app on devices, and they have responded.

Find out more at www.itcanwait.com.

AT&T SMART CONTROLS (SM)

AT&T Smart Controls is an all-in-one online destination offering customers access to helpful tips and tools for staying safe and connected.

Introduced in 2010, AT&T Smart Controls provides one-click access to safety and security tools, articles, expert tips, and more. Customers can use these resources to help manage mobile phones, the Internet and TV services. Featured products include AT&T Data Calculator, AT&T Smart Limits for Wireless(SM), AT&T Internet Parental Controls, AT&T Wireless Parental Controls, AT&T U-verse® TV Parental Controls, AT&T DriveMode® and more.

Find out more at www.att.com/smartcontrols.

AT&T SMART LIMITS FOR WIRELESS(SM)

Smart Limits(SM) is an online service that enables customers to provide their children with the freedom and security of a mobile phone, while setting sensible boundaries for the phone's use. The service, which costs $4.99 a month per line, offers parents the ability to:

- Block unwanted calls and texts — up to 30 numbers
- Prevent 411 charges by easily blocking calls to 411 Info
- Restrict texting, browsing and outbound calling during specified times of day — can specify up to 15 "trusted" numbers
- Set limits for the number of text messages allowed per billing cycle

- Set limits for Web browsing/data usage per billing cycle (available on Smartphones 2Q13)
- Limit monthly purchases, such as apps and games, that are direct billed to an AT&T account

Find out more at www.att.com/smartlimits.

AT&T FAMILYMAP®

Ideal for today's on-the-go families, AT&T FamilyMap is a convenient tool that lets customers see the location of family members on a map from their AT&T wireless phone, tablet, computer or U-verse TV. Families can customize their mapping experience by assigning a name and photo to each device within their account, and can also label places they visit frequently, such as "Home" or "Soccer Field."

Users can also set alerts for FamilyMap to automatically locate a family member's mobile phone at specific times of day, to make sure their child arrived home from school. The service is also an ideal way to check on a young driver's location without distracting them with a phone call or text message.

In keeping with AT&T's industry-leading stance on privacy, AT&T FamilyMap includes tools that give the primary account owner control in managing privacy preferences, with functions such as alerting users when their phone becomes locatable, periodic reminders of their locatable status and the option of notifying a phone every time location information is requested. Additionally, an account owner receives notification when location information for a phone not already being tracked is requested through the application, and he or she can then choose whether to allow the request. The service is compatible with AT&T postpaid mobile phones.

WORKING WITH OTHER ORGANIZATIONS TO EDUCATE AND EMPOWER CONSUMERS

Supporting industry initiatives and user education programs is a critical component of AT&T's overall efforts to improve digital literacy to educate our customers about online safety. Our goal is to provide consumers with the information they need before they make their technology choices, as well as during and after the sales process.

AT&T Mobile Safety

AT&T worked in partnership with School Family Media to host wireless safety fairs at 10 schools (K-12) across the country. Safety fair activities include the Texting While Driving simulator, Texting While Driving pledge, wireless safety product demonstrations and more. School Family Media also published a 10-page mobile safety brochure with information on wireless safety issues like texting while driving, bullying and digital responsibility. These brochures were distributed to school leaders and parenting groups affiliated with School Family Media.

Find out more at www.att.com/familysafety.

Alliances for Online Safety Education and Awareness

AT&T works with several organizations that promote online safety education and awareness, including the Family Online Safety Institute, Common Sense Media, Enough is Enough, iKeepSafe, ConnectSafely and the National Cyber Security Alliance. Through these alliances, AT&T supports myriad programs that raise the profile of online safety issues and provide resources and tools to consumers who seek more information. We also participate in and host community summits, panels and educational events that help consumers of all ages learn how to safely and efficiently manage technology.

Reaching Older Adults

AT&T also provides programs targeted at senior consumers. Following a launch in the fall of 2011, the AT&T Reconnect Tour took off in 2012. The tour is produced in alliance with Senior TechRally™ and was hosted by AARP in some locations. The tour visited Continuing Care Retirement Communities, 55+ Communities and Senior Centers in over a dozen states, providing older adults with training on how to get more out of their mobile devices. The program is a continuation of AT&T's long commitment to training older Americans to use wireless devices, an effort which can be traced back to a "coaching" program that was developed by OASIS, one of the senior organizations that AT&T supports and spreads throughout the country.

LAW ENFORCEMENT

AT&T is committed to working cooperatively with local, state, and federal law enforcement in their efforts to protect children online. AT&T supports law enforcement in its pursuit of child predators and online child pornography and has been an active partner of the National Center for Missing and Exploited Children.