



# Protecting Privacy

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*Materiality Assessment Topic: Customer privacy and data security*

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## Issue Summary

The privacy and protection of customers' personal information is a critical and sensitive issue.

## Our Position

We take customer privacy very seriously. Our privacy commitments are fundamental to the way we do business every day. Respect for personal privacy is essential to the advancement of human potential and integral to our relationship with our customers.

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## Our Action

The following applies to everyone who has a relationship with AT&T—including customers and website visitors:

- We will protect your privacy and keep your personal information safe. We use powerful encryption and other security safeguards to protect customer data.
- We will not sell your personal information to anyone, for any purpose. Period.
- We will fully disclose our privacy policy in plain language and make our policies easily accessible to you.
- We will notify you of revisions to our privacy policy, in advance. No surprises.
- You have choices about how AT&T uses your information for marketing purposes. Customers are in control.

- We're listening. You can send us questions or feedback on our privacy policies.

The Ponemon Institute named AT&T as one of the 20 most trusted companies on privacy for 2012.

After working with the Telecommunications Industry Dialogue on Freedom of Expression and Privacy over many months on the development of the group's Guiding Principles, we formalized our membership in the group in October 2013. We look forward to working with the organization to address issues of privacy and freedom of expression online.

For more information about the AT&T privacy policy, and to hear employees explaining various aspects of our approach to privacy, visit [www.att.com/privacy](http://www.att.com/privacy).