



# Safety Tips

Texting is increasingly becoming the way we communicate. In fact, in the 12 months ending December 2010, more than 2 trillion text messages were sent and received (or 6 billion per day) according to CTIA – The Wireless Association.\* Unfortunately, some people may be texting from behind the wheel of a moving vehicle.

To curb the urge to text while driving, we launched the [AT&T DriveMode](#) app, free for AT&T customers to download.\*\* Once activated, the app automatically sends a customizable reply to incoming texts – notifying the sender that the user is driving and unable to respond. The app also allows disabling of emails, incoming and outgoing calls and Web browsing.

AT&T wants to inform all wireless users that safety comes first when you're in the driver's seat. To help battle unsafe texting, especially by teens, following are a few key tips:

## Tips for Teens:

- **Be smart.** Don't text and drive. No text message is worth being distracted while you drive.
- **Be in control.** Remember it's your phone. You decide if and when to send and read texts so take control. Consider turning your phone off, setting it to silent or even storing it in the glove box before hitting the road.
- **Be caring.** Never send a text message to a friend who is driving to meet you, or to anyone you know is likely behind the wheel.
- **Be a BFF.** Friends don't let each other text and drive. Visit [www.facebook.com/att](http://www.facebook.com/att) to take a pledge not to text and drive, and encourage your friends to do the same. You can also print and sign AT&T's pledge, available in our online toolkit at [www.att.com/txtngecanwait](http://www.att.com/txtngecanwait).

## Tips for Adults:

- **Be a resource.** Share information with your teen about the risks of texting while driving. Download resources from our toolkit, [www.att.com/txtngecanwait](http://www.att.com/txtngecanwait).
- **Be an example.** Don't send the wrong message by texting while you drive. Your teen will follow your example. Visit the toolkit, [www.att.com/txtngecanwait](http://www.att.com/txtngecanwait), to print, discuss and sign the Parent/Teen Pledge. And, if you're on Facebook, visit [www.facebook.com/att](http://www.facebook.com/att) to take the pledge online and encourage your friends (and family) to do the same.
- **Be caring.** Don't send a text when you know your teen is driving. Wait for them to call or text you once they have arrived safely at their destination.
- **Be aware.** Know your options. AT&T Smart Limits \*\*\* offers parents an easy way to manage their teen's cell phone and text messaging activity. Go to [www.att.com/smartlimits](http://www.att.com/smartlimits) for more information.

***Above all else, our message is simple, yet vital: When it comes to texting and driving, it can wait.***

\* <http://ctia.org/advocacy/research/index.cfm/AID/10379>

\*\*Data and text messaging charges may apply for download and app usage. Standard messaging rates apply to auto-reply messages. AT&T DriveMode is free to AT&T customers only. Compatible device required.

\*\*\*Smart Limits for Wireless cannot currently set monthly limits for minutes; incoming calls are allowed at all times except from numbers designated as "Blocked Numbers." Browsing Limits and Time of Day Restrictions will not work for restricting Web browsing usage while the user is in Wi-Fi mode on Wi-Fi capable devices such as iPhone. As your child approaches the text and download limits, he/she will receive an advance warning. Once a limit is reached, there will be a notification the action is restricted and the service will be stopped until the next billing cycle begins. Calls and text messages to and from phone numbers you designate as "Allowed Numbers" and calls to 911 will continue to be permitted regardless of the limits you set. For more information, visit AT&T Smart Limits for Wireless Terms of Use, <http://www.wireless.att.com/learn/articles-resources/parental-controls/smart-limit-terms.jsp>.

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