

Dear Valued Customer,

We know your privacy is important, so we've made it a priority to talk to you about it. We're revising our Privacy Policy to make it easier to understand, and we want to point out two new programs that could help us and other businesses serve you better.

The first program will make reports available to businesses. These reports will contain anonymous information about groups of customers, such as how they collectively use our products and services. The second program will use local geography as a factor in delivering online and mobile ads to the people who might find them most useful.

As always, we follow important principles to keep your trust:

- We are committed to protecting your privacy.
- We provide you with privacy choices.
- We will not sell information that identifies you to anyone, for any purpose. Period.
- We are committed to listening and keeping you informed about how we protect your privacy.

The two new programs are described on the back of this letter, including your privacy choices for each. You can also read the new and old versions of our privacy policy at <http://att.com/privacy>.

To provide feedback on the new policy, please write us in the next 30 days at [privacyfeedback@att.com](mailto:privacyfeedback@att.com) or AT&T Privacy Policy, 1120 20<sup>th</sup> Street NW, 10<sup>th</sup> Floor, Washington, DC 20036.

Sincerely,

Robert W. Quinn Jr.

AT&T

Senior Vice President - Federal Regulatory & Chief Privacy Officer

PS: Please note that if you have multiple accounts, we thank you, and we want to let you know you may receive more than one copy of this letter.

## **How do we use information?**

Information is collected whenever you use our products and services. From this information, we can do things like enhance the network, address problems and manage your services.

Here are details about two new programs, including privacy choices that you can make now and change any time you like.

### **Program One: “External Marketing & Analytics Reports”**

We will make reports available to businesses to help them serve their customers better. These reports will contain anonymous information about our customers, such as how they use our products and services. The identity of individual customers is removed, and the information is used in a group, or aggregate, format.

For example, we might provide reports to retailers about the number of wireless devices in or near their store locations by time of day and day of week, together with the device users’ collective information like ages and gender. This might allow a retailer in your neighborhood to learn more about local consumers as a group, but not about anyone individually, to improve its service.

You can choose to have your anonymous information excluded from these reports – things like wireless location information, U-verse information, and website browsing or mobile application usage. Please visit <http://att.com/cmpchoice>, or call 866.344.9850.

### **Program Two: Relevant Advertising including “Wireless Location Characteristics”**

Relevant advertising from AT&T uses information from a variety of sources to help deliver online and mobile ads that you might find useful. We’re currently creating a new “wireless location characteristic” that will help us use local geography as a factor in delivering ads. This doesn’t mean you’ll get more ads. It means that the ads that you do get from AT&T may be more suited to your interests.

Location characteristics are types of locations – like “movie theaters.” People who live in a particular geographic area might appear to be very interested in movies, thanks to collective information that shows wireless devices from that area are often located in the vicinity of movie theaters. We might create a “movies” characteristic for that area, and deliver movie ads to the people who live there.

Personal information is not shared with advertisers, but if you don’t want to receive this type of ad from us, you have that choice. You will still receive the same number of ads. They just might not be as relevant to you. Simply go to <http://adworks.att.com/adpreferences> on your computer or <http://adworks.att.com/mobileoptout> on your wireless device. You must opt-out from each computer browser or wireless device that you wish to exclude.