

## AT&T Launches New Unified Privacy Policy

**On June 11, 2009, AT&T unveiled its new [Unified Privacy Policy](#).**

- The policy replaces 17 separate privacy policies for various AT&T companies, products or services. It provides our customers with concise, easy-to-understand language on policies and demonstrates our commitments to customers around privacy – including security, transparency and consumer choice.
- The launch marks the beginning of a 45-day preview of the privacy policy – conveying to customers that we will always provide advance notice before making privacy policy changes.
- During this time, consumers are able to provide feedback on the policy via the [Web](#), e-mail, or postal mail. After 45 days, the policy may be updated based on feedback from customers and/or legal counsel. We expect the policy to be effective in August.
- We are informing our customers through bill message notifications for AT&T Residential and Small Business and YellowPages customers. In addition, AT&T web sites contain a message indicating that the policy has been updated.

***The new policy elaborates on AT&T's policies in a manner that is more helpful, detailed and transparent.***

- The new unified policy is easier to find at a centralized location and is easier to understand. You do not need a magnifying glass or a legal dictionary to get through our policies. We have also added videos to illustrate some of the most important pieces.
- The new [AT&T privacy website](#) includes: AT&T's privacy commitments, video clips explaining AT&T's commitments and policy highlights, AT&T contact information, AT&T Privacy Policy and FAQs, questions from customers and AT&T's answers, and a customer feedback webform.

***Our privacy commitments are fundamental to the way we do business every day, across all aspects of our company. Our privacy commitments include:***

- We will protect your privacy and keep your personal information safe.
  - Our teams follow strict policy guidelines to keep customer data secure.
  - We use powerful encryption and other security controls to protect personal information when stored or transmitted by AT&T.
  - And we protect our networks and computers through strict security practices and tools.
- We will not sell your personal information to anyone, for any purpose. Period.
- You have choices about how AT&T uses your information for marketing purposes. Customers controls include:
  - You can review and correct your Personal Information collected by us.
  - You can limit some types of our sales efforts, including marketing contact via telephone, fax, email and text messaging.
- We will fully disclose our privacy policies in plain language, and provide notification of any changes.