

Current Privacy Policy Issues in the Communications and Entertainment Industry

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August 23, 2007



Technological Advancements



THE WALL STREET JOURNAL.

Finding the Holy Grail
of Web Advertising

Los Angeles Times

Marketing Works by
Targeting Consumers

BUSINESS 2.0
MAGAZINE

*The Quest for the
Perfect Online Ad*

The New York Times

Online Customized Ads Move
a Step Closer

BtoB

THE MAGAZINE FOR MARKETING STRATEGISTS

Behavioral Targeting Grows

DOWJONES

Online Marketing's New Tack

THE WALL STREET JOURNAL.

How Marketers Hone
Their Aim Online

AdvertisingAge

Today's Niche Marketing is About
Narrow, Not Small

The New AT&T



Operational Challenges

- Unique organizations, products, geographies
- Distinct privacy policies, issues
- Operate under various regulatory bodies



at&t

AT&T and Privacy

- Preserve trusted reputation
- Meet customer expectations
- Maintain compliance
- Balance interests
- Support industry groups



Family
Online Safety
Institute

Government Oversight

- Increased regulatory, legislative focus
- Prosecuting data burglars, pretexters
- House hearings on pretexting – new pretexting law
- FTC and Congressional hearings

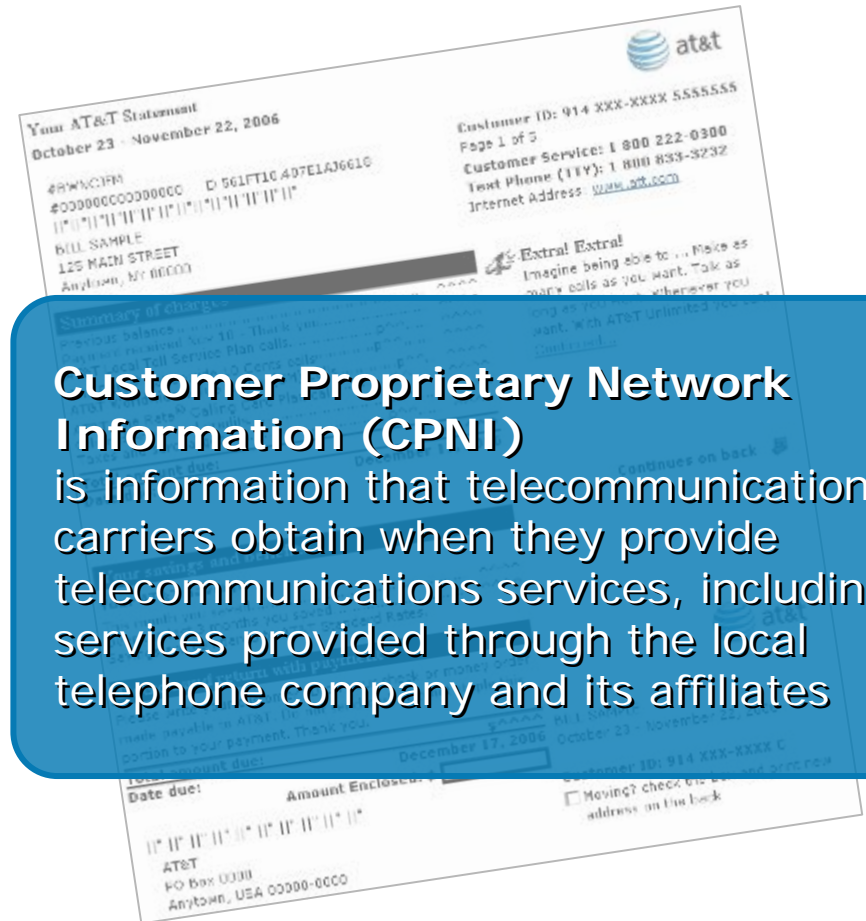


FTC



CPNI

- FCC issued CPNI rules in March 2007
- Institutes rigorous controls
- Presents challenges in classifying communications and entertainment services
- FCC to issue future rule making (FNPRM)



Telemarketing, etc.

- National and state-specific Do Not Call registries
- Registration lasts five years
- Applies to all marketers
- Phishing, pharming, Canned Spam, SMS
- Creates complexities for company affiliates



Youth Privacy Issues

- Rapid technological advancements
- Government, companies, parents taking action
- Guarding children from online predators
- Parental controls
- FOSI, Project Online Safety



AT&T Smart Limits

The new  at&t

AT&T Smart Limits

Bringing parents peace of mind by **keeping kids safe**



Parental Controls for today's technology

Surf Smart
 **Shield** your children from web sites containing inappropriate, mature content.

Wireless Smart
 **Control** your children's wireless purchases and online access.

Watch Smart
 **Manage** your children's TV viewing experience.

Talk Smart
 **Protect** your children from pranksters and unwanted callers.

Learn how you can set AT&T Smart Limits™. [Go ▶](#)

You may be asked for information to help locate AT&T Smart Limits in your area.

Note: For wireless customers, please input zip code information only.

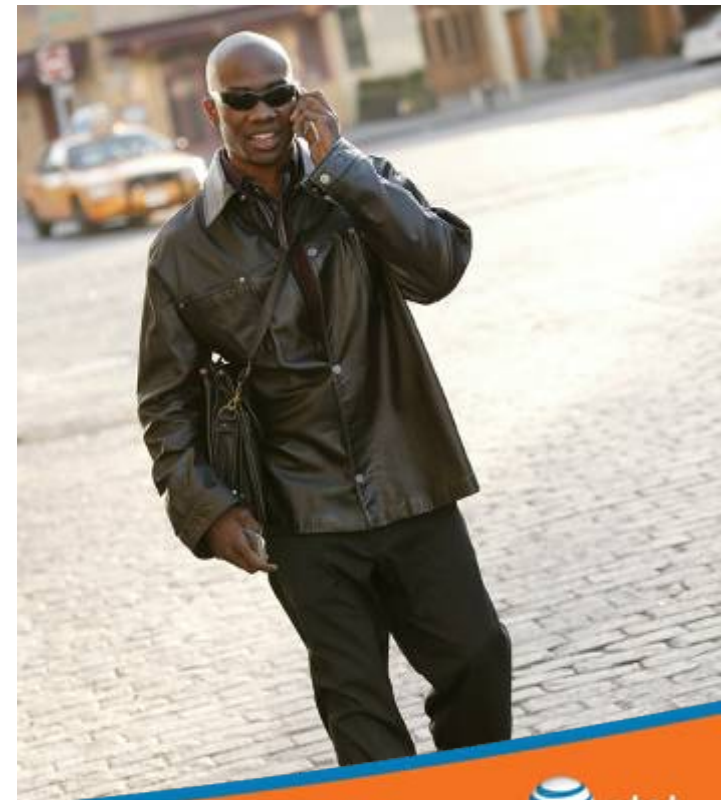
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BellSouth and Cingular are joining **AT&T**

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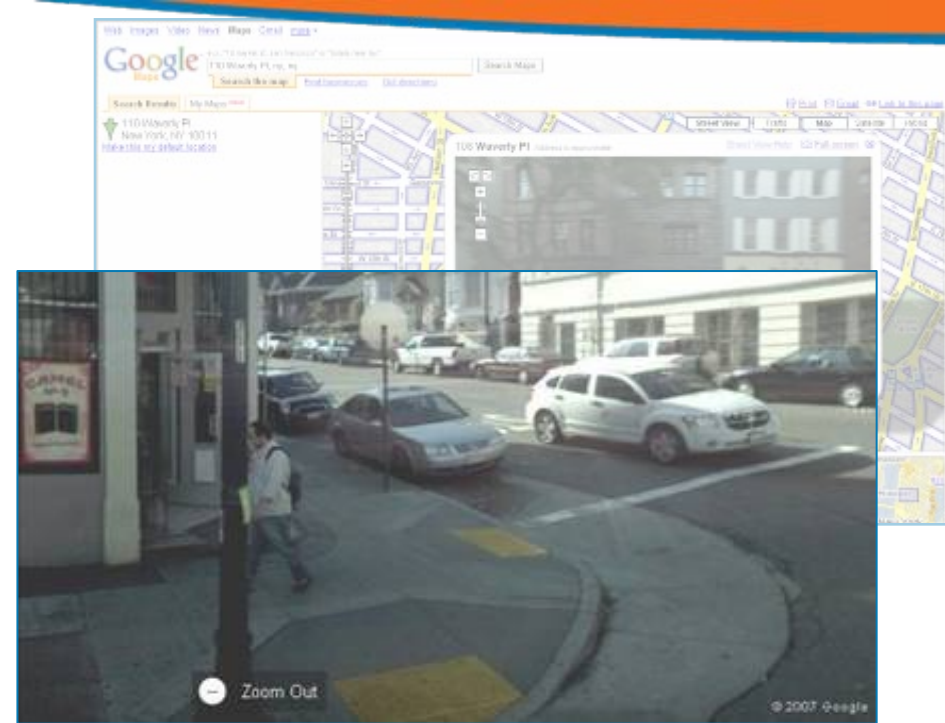
Wireless Communications

- Location-based services
- Video Share, Remote Monitor
- Lines blurred for wireless, wireline
- Converged services



Location Mapping

- Spurred by new mobile handsets
- GPS-enabled services
- RFID
- Raises privacy questions



Customized Marketing and Advertising

- Personal preference in consuming content
- Delivering relevant, personal content
- Marketing via 3 screens
- Customer choice, controls



Guarding Against a Data Breach

- Develop notification plan
- Breaches come in various shapes, sizes
- Protect those impacted
- Do the right thing



Privacy Environment: Today ... Tomorrow

- ▶▶ Continued technological advancements
- ▶▶ Transparency and customer choice
- ▶▶ Regulations, legislation?
- ▶▶ Earn and maintain trust

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