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Domestic Privacy Strategy

Sara DePaul

AT&T Global Public Policy

George Jones

AT&T Chief Privacy Office

Mary Kay Thurlkill

AT&T Chief Privacy Office



Sara DePaul

Assistant Vice President
AT&T Global Public Policy



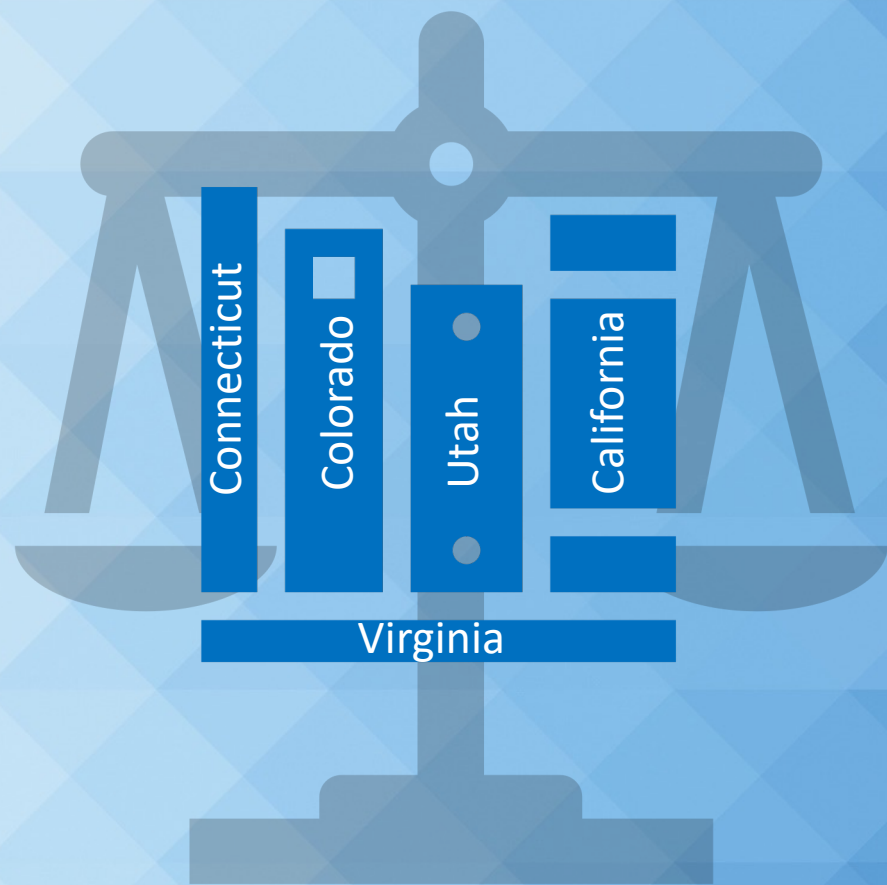
Mary Kay Thurlkill

Director - Privacy
AT&T Chief Privacy Office



George Jones

Director - Privacy
AT&T Chief Privacy Office



Domestic Privacy Strategy

How do you maintain trust with so many requirements?

- ✓ Streamline your approach
- ✓ Address key challenges
- ✓ Consolidate consents
- ✓ Advocate for better consumer experiences
- ✓ Note trends and plan for the future

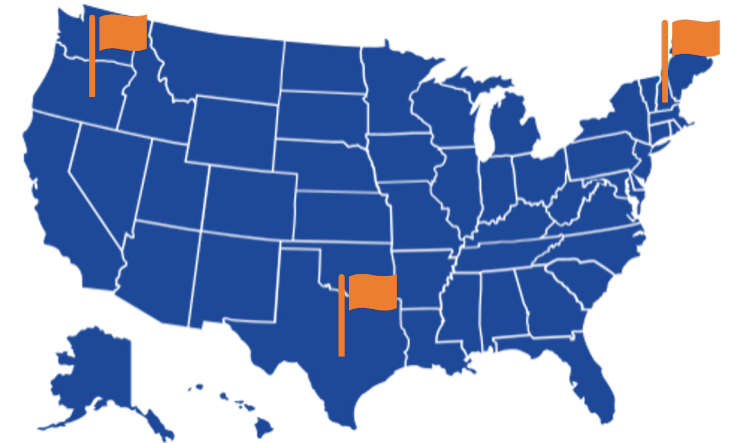


HOT Year

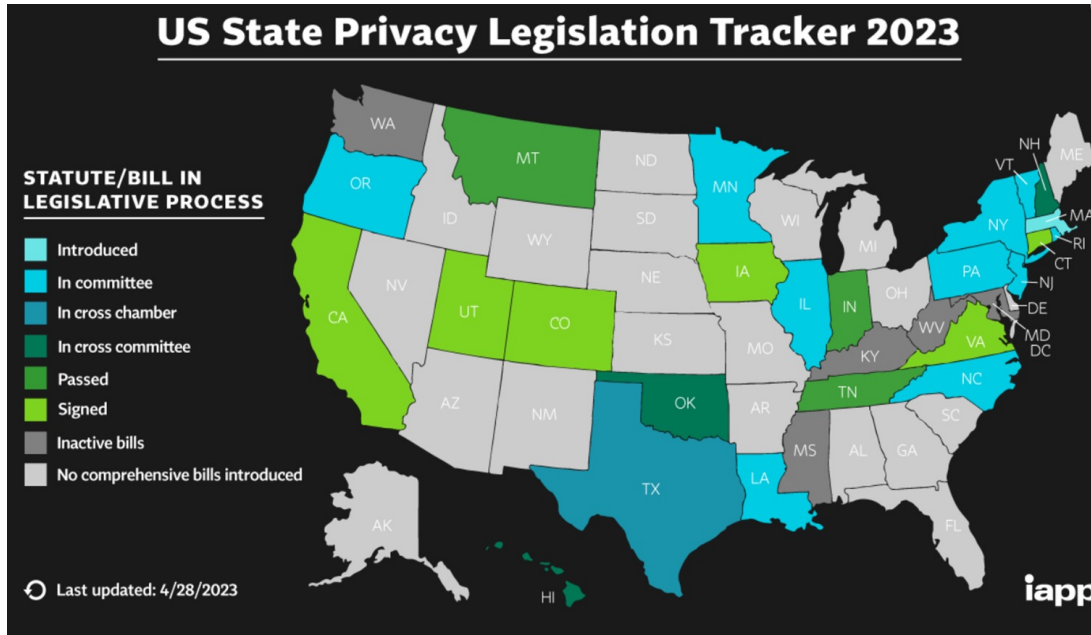
- Iowa
- Indiana
- Tennessee
- Montana
- Washington
- Florida

More New Laws Possible

- Texas
- New Hampshire
- Oregon



Domestic Baseline Strategy



Since 2020 when CCPA went into effect, 5 more states passed comprehensive consumer privacy laws and California added significantly more requirements with CPRA all effective now = **5 New Privacy Laws for 2023** (Iowa) + 2026 (Indiana)



The trend and **patchwork of laws** will only continue: 52 bills were introduced in 31 states in 2022



Domestic Baseline = Simplicity



It provides **uniform choices** for our customers & operational **uniformity for the business**

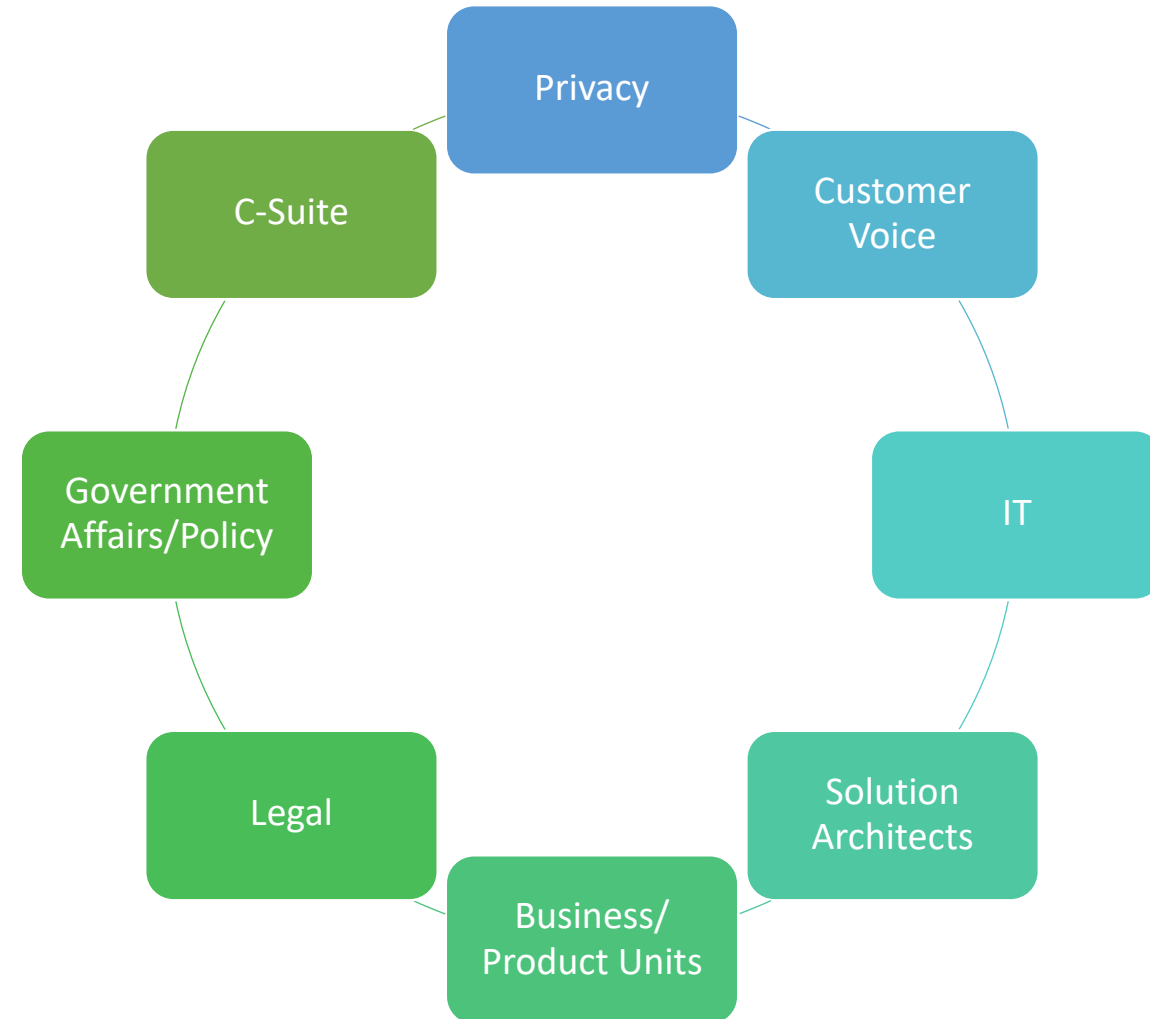


It attempts to **Future Proof** our programs and aligns with our **Privacy Principles**

Consent Strategy & Partnerships

Evaluate existing consents and websites

- ❖ 5 new state privacy laws effective in 2023
- ❖ At least 5 more coming in 2024-2026
- ❖ 9 new privacy consents
 - ✓ Sensitive data
 - ✓ Profiling/Automated decision making
 - ✓ Targeted advertising
 - ✓ Selling/Sharing personal information
- ❖ Leveraging partnerships
- ❖ Reduce complicated, cumbersome, and difficult privacy choices
- ❖ Serve customers first



Legislative Trends

Potential for More Laws to Come...

- ❖ Youth Privacy and Online Safety
- ❖ Health Data
- ❖ Biometric Data
- ❖ Artificial Intelligence
- ❖ Layering Regulations
- ❖ Rulemaking

