



AT&T is the nation's leading broadband provider and a premier wireless company, with a long-standing commitment to protecting consumers of all ages online and safeguarding their Internet experience. Not only do we offer services that help consumers stay safe, but also create educational opportunities for children, parents, older adults and small businesses to stay safe online – through both broadband and wireless technology.

www.att.com/safety

AT&T Online Safety Initiatives



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AT&T – Protecting Consumers Online

AT&T is dedicated to keeping consumers safe online by:

- **Raising Awareness**
- **Educating and Empowering Adults, Teens and Children**
- **Providing Useful Tips**

Raising Awareness

To increase consumer awareness, AT&T offers a full library of supportive Internet safety and security tips. AT&T works with organizations that promote online safety education and awareness, including Enough is Enough, the iKeepSafe Internet Safety Coalition, the Family Online Safety Institute and the Ad Council's Internet Safety Coalition. Each organization strives to educate parents and children on how to stay safe on the Internet.

Educating and Empowering

With features ranging from content controls to channel and phone number blockers, AT&T's parental controls help parents protect their children from unwanted content and contact by establishing sensible boundaries around the technology children use on a daily basis. AT&T conducts free "Safe Surfing" cybersafety programs and works with local organizations across the country to teach older adults how to stay safe online.

Law Enforcement

AT&T is committed to working cooperatively with local, state and federal law enforcement in their efforts to protect children online. AT&T supports law enforcement in its pursuit of child predators and online child pornography, and has been an active supporter of the National Center for Missing and Exploited Children (NCMEC).



Protecting Your Privacy

We believe in keeping your information yours. AT&T feels it is important for consumers to understand a few simple principles in order to keep the consumer in control of online activity, including transparency, consumer control, privacy protection and consumer value. Consumers should always have the option to modify how their online activity is used to fit personal and family needs more directly.

Internet Safety Tips

The first step to creating a safer online environment for today's children is by reinforcing that the Internet is a public place accessed by millions of people around the world. AT&T encourages parents to help children understand that using the Internet in the privacy of their homes does not guarantee a protected and stranger-free environment.

- **Monitor children's use.** Use parental controls to customize security settings for children, and monitor Web browsing, e-mail, instant messaging and chat rooms.
- **Place the computer in a "public" area of the house.** If the computer is in the family room, children might be less tempted to visit sites that are off-limits.
- **Never give out personal information.** Teach children never to share their names, address, phone numbers, school names or any information about their family while online.
- **Don't talk to strangers online.** Chat rooms and forums are often anonymous, and some people may be pretending to be someone they are not. Kids should be just as suspicious of a stranger online as they are of strangers in public places.

