



USTelecom – The Broadband Association 2018 Consumer Privacy Principles

In today's hyper-connected digital world, consumers expect and demand strong internet privacy protections. Internet users should be certain that sharing images, exchanging messages, visiting websites, engaging in commerce and sending sensitive data are the types of acts the *entire* internet ecosystem is obligated to respect and protect.

USTelecom and America's innovative broadband providers are united by the principle that digital privacy is sacred and government has a role in ensuring that consumers can both confidently use the internet and maintain their privacy to the degree they are comfortable.

USTelecom is doing its part to shore up digital trust and give Americans the confidence that no matter what platform, device or network they choose, guardrails will be in place to protect their digital privacy and support the growing and interdependent internet ecosystem.

USTelecom's commitment to digital privacy includes:

- **National Privacy Framework:** Establish consistent privacy protections that are technology neutral and apply uniformly to companies that collect, use, or share a consumer's online personal data and preempts individual state laws.
- **Transparency:** USTelecom supports a requirement that companies give users clear and comprehensible information about the categories of data being collected, how consumer data is used, and the types of third parties with whom data may be shared.
- **Respect for Consumer Choice:** USTelecom agrees that companies should give consumers easy to understand privacy choices based on the sensitivity of the data, how the data is being used or shared, and the purpose of that use. Companies should obtain consent when collecting sensitive personal information about children, health, finances and Social Security numbers.
- **Protect Personal Information:** USTelecom supports requiring companies to take reasonable steps to protect consumer data and the continued use of anonymization techniques to minimize the risk associated with the collection, use, storage and sharing of a consumer's personal data. Notification of breaches of consumer data stored or maintained by companies should be triggered by a determination that a breach has occurred that poses a reasonable risk of consumer financial harm.

- **Data Innovation:** USTelecom supports affirmatively allowing innovative uses of data, while also encouraging the development of privacy-enhancing technologies and effective administrative safeguards.
- **Collaborative Public-Private Partnerships:** USTelecom encourages voluntary privacy programs and standards be developed through public-private collaboration that could serve as a safe harbor in legislation while enabling companies to adapt to rapidly changing technology and market developments.

Additional reading:

- USTelecom’s [privacy comments](#) to National Telecommunications and Information Administration (NTIA); November 9, 2018
- USTelecom president and CEO Jonathan Spalter’s op-ed in *Multichannel News*: [National Privacy Protections Need Now](#); November 5, 2018

ABOUT USTELECOM

USTelecom represents service providers and suppliers for the broadband industry. Its diverse members range from large publicly traded communications corporations to small companies and cooperatives – all providing advanced communications services to urban and rural communities.

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