

Consumer Privacy



Online Privacy.

We all want it.

Now we need a federal law to deliver it.

– JONATHAN SPALTER, CEO

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 acts the entire internet ecosystem is obligated to respect and protect.

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

- **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 state laws.
- **Transparency:** Require companies give users clear and comprehensible information about the categories of data being collected, how it is used, and with whom data may be shared.
- **Respect for Consumer Choice:** Companies should obtain consent when collecting data which may include sensitive personal information about children, health, finances, and Social Security numbers.
- **Protect Personal Information:** 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.
- **Collaborative Public-Private Partnerships:** Voluntary privacy programs and standards should be developed through public-private collaboration that serve as a safe harbor in legislation while enabling companies to adapt to rapidly changing technology and market developments.

Learn More: <https://www.ustelecom.org/our-priorities/privacy/>