

# California Consumer Privacy Act (CCPA) Metrics

We’re committed to providing choices and controls to our consumers.

## About CCPA

The California Consumer Privacy Act (CCPA) provides California residents with specific rights, including the right to delete or request access to certain types of data, as well as to ask us not to sell your personal information. Under CCPA, businesses that process these requests must publish information about them. That information for California residents for the period of January 1, 2020 through December 31, 2020 is below. You can read more about CCPA and your choices on our [California Page \(/csr/home/privacy/StateLawApproach/ccpa.html\)](/csr/home/privacy/StateLawApproach/ccpa.html), in the Privacy Center.

## Metrics

Access Requests	Jan. – Dec. 2020
Total Number of Access Requests Received	4,922
Total number of Access Requests complied with in whole or in part	4,500
Total number of Access Requests Denied	422
<i>Total number of requests received includes 168 open requests that were completed in 2021 on time.</i>	

## **Deletion Requests** **Jan. – Dec. 2020**

Total number of Deletion Requests Received	5,235
Total number of Deletion Requests complied with in whole or in part	5,188
Total number of Deletion Requests Denied	47
<i>Total number of requests received includes 170 open requests that were completed in 2021 on time.</i>	

## **Do Not Sell (DNS) Requests** **Jan. – Dec. 2020**

Total number of DNS Requests Received	34,538
Total number of DNS Requests complied with in whole or in part	34,538
Total number of DNS Requests Denied	0

## **Average Days to Respond** **Jan. – Dec. 2020**

Average number of days to respond to Access requests	34
Average number of days to respond to Deletion requests	27
Average number of days to respond to DNS requests	3

\*Privacy Policy (updated) ([http://about.att.com/sites/web\\_policy](http://about.att.com/sites/web_policy))

Terms of Use (<https://www.att.com/legal/terms.attWebsiteTermsOfUse.html>)    Accessibility (<https://www.att.com/accessibility>)

Contact Us (<https://www.att.com/contactus/>)    Subscribe to AT&T News (<https://about.att.com/pages/subscribe-att-news>)

Do Not Sell My Personal Information ([https://about.att.com/csr/home/privacy/rights\\_choices.html](https://about.att.com/csr/home/privacy/rights_choices.html))

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In keeping with our commitment to transparency, we want you to know that we've updated

parts of the AT&T Privacy Policy. We encourage you to read our [full policy \(/csr/home/privacy/full\\_privacy\\_policy.html\)](/csr/home/privacy/full_privacy_policy.html), but we've summarized the key changes.

As of August 26, 2021, [DIRECTV has its own Privacy Policy \(https://www.directv.com/privacy/privacy-center/\)](https://www.directv.com/privacy/privacy-center/).

As of November 1, these additional key changes will take effect for AT&T customers under our revised policy:

- We may collect, use or share biometric information for fraud prevention and security purposes.
- If you opt in to our Enhanced Relevant Advertising program, we may use other information from testing and running our network to make inferences regarding web browsing and videos watched over secure connections to personalize your experience or deliver more relevant marketing messages and offers to you. Keep in mind that we don't access sensitive information or break encryption, and we don't use the content of texts, emails or phone calls for marketing or advertising.
- If we share information with third parties for purposes such as verifying your identity and protecting your financial accounts, you can manage this sharing of information simply by going to [Manage Privacy Choices \(http://www.att.com/cmpchoice\)](http://www.att.com/cmpchoice).

We are committed to keeping your information secure, as well as providing you with Choices and Controls for how your information is used. You can visit the [Choices and Controls \(/csr/home/privacy/choices\\_controls.html\)](/csr/home/privacy/choices_controls.html) section of our [Privacy Center \(/csr/home/privacy.html\)](/csr/home/privacy.html) at any time to adjust your settings. Your service is not affected by these changes, and your continued use of our services indicates your acceptance of these changes.

We value your business, and thank you for being a customer of AT&T.

### Previous Updates

- [August 26, 2021 \[current\]](#)
- [June 16, 2021](#)

# On June 16th, we updated the California Consumer Privacy Act section of our privacy policy.

- We clarified the types of information collected and the purposes for that collection.
- We provided a link to our [CCPA Metrics \(/csr/home/privacy/StateLawApproach/ccpa-metrics.html\)](/csr/home/privacy/StateLawApproach/ccpa-metrics.html).
- See the prior version of the [Privacy Policy \(/ecms/dam/csr/privacy-redesign/ATT-PrivacyPolicy-06-19-2020.pdf\)](/ecms/dam/csr/privacy-redesign/ATT-PrivacyPolicy-06-19-2020.pdf).

## Previous Updates

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