



# Safeguarding Consumers' Private Information

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## CONSUMER PRIVACY

# Consumers benefit from the responsible use of data and technology



Consumers have more options than ever when it comes to goods, services, information, and entertainment.

Data-driven innovation and investment enable consumers to take advantage of faster, higher quality, and personalized services at lower or no costs.

## CONSUMER PRIVACY

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Consumers should be assured businesses will promote the safety, integrity, and security of their personal information

- Clear and concise information about the use of personal information businesses collect about them
- Clear and understandable privacy policies from businesses at the start of any business relationship
- Know if they are entering a relationship with a business that sells personal information to unrelated third parties

## CONSUMER PRIVACY

Consumers for generations have enjoyed the peace of mind in knowing that life insurers keep their personal information confidential

Life insurance industry consumers are protected by a wide-range of state and federal laws safeguarding their information from unauthorized use.

Consumers can expect life insurers to make smart and responsible decisions to keep personal information secure.



## CONSUMER PRIVACY

Consumers and companies need consistent privacy rules providing equal protections across the country



A patchwork quilt of differing state-by-state privacy regulations will confuse, frustrate, and ultimately harm consumers.

A federal consumer privacy standard will ensure consumers benefit from innovation while uniformly protecting Americans' privacy.

We need a national solution regarding the confidentiality and security of personal information.