Safeguarding Consumers’ Private Information
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

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
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.
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.