



January 18, 2007

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Ex Parte

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, S.W.
Washington, D.C. 20554

Re: Implementation of the Telecommunications Act of 1996-Telecommunications Carriers' Use of Customer Proprietary Network Information and other Customer Information, CC Docket No. 96-115; Petition for Rulemaking to Enhance Security and Authentication Standards for Access to Customer Proprietary Network Information, RM 11277

Dear Ms. Dortch:

On January 16, 2007, Karen Zacharia, and the undersigned of Verizon met with Michelle Carey of Chairman Martin's office, John Branscome and Scott Deutchman of Commissioner Copps' office, and Scott Bergmann of Commissioner Adelstein's office to discuss the above-referenced proceeding. Verizon explained that it is committed to protecting customers' privacy and that it has taken comprehensive measures to protect customer information. Verizon explained that any password requirement the FCC might adopt should apply only to accessing call detail information, and not all customer proprietary network information. Additionally, Verizon explained that the FCC should balance the need to protect customer information against the impact of imposing unnecessary complexity on customers' ability to transact legitimate business.

Verizon also urged the FCC not to adopt an opt-in rule requiring carriers to obtain customers' affirmative consent before sharing certain customer information with independent contractors that assist carriers in their marketing efforts. Verizon explained that pretexters are not interested in the type of marketing-related customer data that it provides to its third party marketing partners and that there is nothing in the record to suggest that pretexters are obtaining call detail information from carriers' third party marketing partners. Verizon indicated that it provides its marketing independent contractors with customer profile data such as:

- the types of services a customer has (*i.e.* FiOS, DSL, voice-only)
- which service package the customer has
- the price for such package
- whether the customer has certain vertical features such as voicemail, caller ID or call waiting,
- what speed of DSL or Fios a customer may have
- average amount spent on a service over set time frame
- the total billed revenue associated with a customer
- whether the customer makes any international calls or calls a particular foreign country

- total local or long distance minutes of use during a set time frame
- contract expiration date
- whether a customer is identified as a Lifeline customer

This is not the type of information that pretexters seek out because it does not reveal the sensitive type of confidential information that pretexters pursue such as the individual phone numbers customers call and the time and dates of those calls. Verizon made clear that except in very limited instances, its independent contractors that perform marketing functions do not have access to call detail information (*i.e.* time, date, duration and called numbers associated with individual calls).

Consequently, even if pretexters targeted independent contractors, and there is no evidence suggesting they do, those contractors do not possess the information pretexters seek. Additionally, Verizon outlined why it is imperative that carriers are able to share such information with their marketing partners. We explained that it enables carriers to provide customers with customized information about products and services that are of unique interest to individual customers instead of flooding customers with mass mailings that do not meet their particular needs. Verizon also explained how carriers' ability to conduct such targeted marketing would be severely hampered by an opt-in requirement. Finally, Verizon explained that an opt-in rule would violate the First Amendment.

Please do not hesitate to contact me if you have any questions about this matter.

Sincerely,

A handwritten signature in black ink that reads "Donna Epps". The signature is written in a cursive, slightly slanted style.