



Celia Nogales
AVP – Regulatory

AT&T Services, Inc.
1120 20th Street, N.W.
Suite 1000
Washington, D.C. 20036
202.457.3014 Phone
202.457.3071 Fax

June 24, 2010

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

Re: Consumer Information and Disclosure, CG Docket No. 09-158; Truth-in-Billing and Billing Format, CC Docket No. 98-170; IP-Enabled Services, WC No. 04-36

Dear Ms. Dortch:

On June 23, 2010, Joan Marsh, Vice President - Federal Regulatory, AT&T, and I met with Joel Gurin, Chief, Consumer and Governmental Affairs Bureau, along with Mark Stone and Colleen Heitkamp, also of the Consumer and Governmental Affairs Bureau. The purpose of the meeting was to discuss the many consumer tools and resources offered by AT&T to its customers that enable effective account management. The attached consumer education presentation was reviewed during the course of the meeting which also included a discussion about Early Termination Fees and International calling.

Respectfully submitted,

A handwritten signature in black ink that reads "Celia Nogales".

cc: Joel Gurin
Mark Stone
Colleen Heitkamp



at&t

Consumer Education

ETFs, Resource Disclosures and International

Early Termination Fees (ETF)

Device Type	Starting ETF	Monthly Decline
Smartphones and Netbooks	\$325	\$10
Basic and Quick Messaging Phones, and LaptopConnect Cards	\$150	\$4

Netbooks

- All models

Phones

- Apple: Iphone (all models)
- Blackberry®: All models
- Garmin: Nuvifone G60
- HP: IPAQ Glisten
- HTC: PURE, Tilt2
- LG: eXpo
- Nokia: E71X, Surge
- Motorola: Backflip
- Palm: Pixi Plus
- Samsung: Propel Pro, Jack

Devices can be purchased at www.att.com/equipmentETF

ETFs are Disclosed in Multiple Formats:

- **Print Advertising**
- **Point of Sale**
- **Customer Service Summary (CSS)**
- **Online**

Resource Disclosures

- Customer Service Summary (CSS)
- Self Help Tools - *Services
- Pay Per Use Alerts
- Laptop and Netbook Data Alerts
- Data Usage Alerts and Monitoring
- Parental Controls
- Accessibility

Customer Service Summary (CSS)

We offer the industry's best point-of-sale disclosure document – our **Customer Service Summary (CSS)** gives new customers easy-to-understand, personalized information about their service plan, including a simulated first bill with estimated charges, details of their plan, explanation of our policies and more. AT&T representatives are trained to review this with the customer prior to their making a one or two-year service commitment.


Customer Service Summary

JOHN DOE

My Service

Wireless Number:	123-456-7890
Rate Plan:	NATION 900 ROLL UNL M2M UNL N&W
Rate Plan Charge*:	\$59.99
Term of Service:	24 months
Anytime/Daytime Minutes:	900
Night/Weekend Minutes:	Unlimited
Mobile to Mobile Minutes:	Unlimited
Activation Fee:	\$36.00

*Additional charges apply. See page 2 for details.

My Plan Details

ROLLOVER MINUTES Included

- Unused, accumulated Anytime Minutes that carry over from month to month.
- Start accumulating after your first full billing period; expire after 12 rolling bill periods.
- Oldest Rollover Minutes are used first. Not transferable or redeemable for cash or credit.
- If you change rate plans, any accumulated Rollover Minutes in excess of the new plan's number of monthly anytime minutes will expire upon such change.

MOBILE TO MOBILE MINUTES Included

- Calls made to and from other AT&T customers in your mobile to mobile calling area do not count against Anytime Minutes
- Minutes do not rollover (exceptions may apply)

NIGHTS AND WEEKEND MINUTES Included

- For use in your calling plan area only
- Mon. - Fri. 9pm to 6am
- Sat. and Sun. 24 hours a day through 6am Mon.
- Minutes do not count against Anytime Minutes

BASIC VOICE MAIL Included

OTHER FEATURES Included

- To review additional features on your plan please visit att.com/wireless for details

Using My Phone

Phone Model: Nokia 2610

To learn more about using your phone, go to: att.com/DeviceSupport.

Using My Voicemail

Set Up Mailbox/Check Messages

PRESS and HOLD **1** to dial your voicemail and follow the prompts.

Check Messages From Another Phone

1. Dial your 10-digit wireless phone number.
2. When the greeting begins, PRESS **+**
3. Enter your password and follow the prompts.

Forgot Your Password?

Dial 611 and follow the prompts to reset.

To learn more about using your voicemail, go to: att.com/WirelessVoicemail.

Services

Check usage or balance via a FREE text message.

DIAL: ***M I N U T E S** ***SEND** (*646#)

DIAL: ***B A L A N C E** ***SEND** (*225#)

Check data usage via a FREE text message.

DIAL: ***D A T A** ***SEND** (*3282#)

FREE instant access to our automated bill pay system.

DIAL: ***P A Y** ***SEND** (*729)

See att.com/StarServices for:

- TXT-2-PAY: A monthly text message reminder of your bill — and you can pay just by replying.
- Limits regarding *MIN#.

Contact Us

Web: att.com/wireless

Wireless Phone: 611

Landline: 1-800-331-0500

Access our automated phone systems to pay your bill, check your minutes and more!

Self Help Tools - *Services

Use your phone to check minutes remaining, your balance, your upgrade eligibility, or to make a payment. It's easy! Just follow the instructions below and your information will be delivered instantly to your handset's display. *Services are available 24 hours a day, 7 days a week — it's free.



Check your balance

1. Dial *BAL# (*225#) on your phone.
2. Press the Send key.
3. Within seconds, your balance is delivered via text message to your phone screen. You'll also see your next bill's due date as well as your last payment posted.



Check your upgrade eligibility

1. Dial *NEW# (*639#) on your phone.
2. Press the Send key.
3. Within seconds, your upgrade eligibility is delivered by text message to your phone screen.



Make a payment

1. Dial *PAY (*729) on your phone.
2. Press the Send key.
3. You'll get immediate access to our automated voice system. Follow the prompts to pay your current bill with a checking account, debit card, or credit card.



Check your minutes

1. Dial *MIN# (*646#) on your phone.
2. Press the Send key.
3. Within seconds, the minutes remaining are delivered via text message to your phone screen. These minutes will be broken down by type.



Check your remaining data usage

1. Dial *DATA# (*3282#) on your phone.
2. Press the Send key.
3. Within seconds, a breakdown of your remaining data usage will be delivered via text message to your phone screen. The remaining data usage will be broken down by type.

Pay Per Use Alerts

For customers whose internet-related charges have exceeded \$15 during the current bill cycle because they are on a pay-per-use option, AT&T sends a free incoming text message alerting the customer of this overage and advises them to call us; the message states – **“AT&T FREE MSG: ALERT! You have exceeded \$15 in data/Mobile Web charges this month. Call 1-800-894-8963 to discuss your options.”**

For customers whose text/picture/video/instant messaging charges have exceeded \$20 during the current bill cycle because they are on a pay-per-use option, AT&T send a free incoming text message alerting the customer of this overage and advises them to call us; the message states – **“AT&T FREE MSG: ALERT! You have exceeded \$20 in text messaging charges this month. Call 1-800-894-8963 to discuss your options.”**

For customers who are on a text/picture/video/instant messaging plan but have exceeded the monthly allotment by \$10-\$15, AT&T sends a free incoming text message alerting the customer of this overage and advises them to call us; the message states – **“AT&T FREE MSG: ALERT! You have exceeded your text messaging plan limit this month. Call 1-800-894-8963 to discuss your options.”**

Laptop and Netbook Data Alerts

For laptop and netbook data customers who have the 5GB data limit, AT&T sends alerts to the customer when they have reached 65% and 90% of that limit, and AT&T suspends their data service when they hit 100% of their 5 GB allotment.

Once the customer contacts Customer Care and is informed of the overage, service may be reinstated at the customer's request.

Data Usage Alerts and Monitoring

Customer Text Notifications On Data Usage. When customers begin to approach their monthly usage limit, AT&T will send three text notifications – after they reach 65 percent, 90 percent and 100 percent of the threshold. Customers will also be sent emails if AT&T has their email address.

Data Usage Monitoring. Additionally, customers with iPhones and other select devices can use the free AT&T myWireless application to check data usage. The application is available for download in several smartphone app stores. Also, AT&T customers can call *DATA# from their wireless phone to check their data usage for the current billing period. They receive a free text message with their usage information. Customers can also go online to www.att.com/wireless to see all of their usage information, past and present.

Data Calculator. The easy-to-use online data calculator enables customers to estimate their mobile data usage and get a better sense for which data plan is right for them. It's located at www.att.com/datacalculator.

Parental Controls

AT&T lets parents easily restrict access to mature content that is not appropriate for children and restrict purchase of downloads such as games, ringtones and graphics with Parental Controls. There is no monthly charge to use Parental Controls. The only charge is for the brief data usage needed to set the controls if done from the handset. The tool can also be managed free of charge by contacting AT&T Customer Care at 1-800-331-0500.

AT&T Smart Limits for Wireless™ is a Web-based suite of parental controls that allows parents to:
Establish times of day their child's phone can be used for mobile Web browsing, messaging and outbound calls.

Filter access to Internet content that is inappropriate for children.

Define the number of text and instant messages allowed.

Determine the amount of Web browsing usage allowed per billing cycle.

Block or allow calls or texts to and from certain numbers (incoming and outgoing).

Limit downloadable purchases such as ringtones, games, graphics and other content.

As a child approaches his or her text, browsing or download limits, an alert is sent. Once a limit is reached, the related action is restricted until the next billing cycle begins. AT&T Smart Limits for Wireless is available for \$4.99 a month per line to AT&T wireless customers who subscribe to a postpaid rate plan. To learn more, visit www.att.com/smartlimitsforwireless.

Accessibility

Deaf and Hard of Hearing Consumers

Usage alerts are sent via text message

Blind or Low Vision Consumers

Usage alerts are sent via text message and would be accessible with software such as mobile speak, mobile magnifier or voice over for iPhone users.

International

AT&T provides a number of different resources for customers planning to use their wireless devices while traveling internationally via att.com/global. This site includes information on how to get the best international voice and data rates based upon planned destinations, and offers tips and tutorials for customers traveling abroad, including:

- Know Before You Go: <http://www.wireless.att.com/learn/international/roaming/know-before-you-go.jsp>
- Verify Rates: <http://www.wireless.att.com/learn/international/roaming/international-roaming.jsp>
- Travel Guide: <http://www.wireless.att.com/learn/international/roaming/travel-guide.jsp>
- FAQ on International Roaming: <http://www.wireless.att.com/learn/international/roaming/faq.jsp>

Customers have the option to call customer service at any time to have international roaming blocked.

To help track and manage data usage overseas, iPhone users can utilize the device's Usage Tracker option. Laptop users can view data usage in the Communication Manager window on their screen.



- International Long Distance
 - GoPhone International
- International Roaming
 - GoPhone International Roaming
 - Affordable World Packages
 - Travel Guide**
 - iPhone Travel Tips

Travel Guide

Know before you go

Going on a trip? Chances are, AT&T has you covered—with roaming agreements in more than 220 countries worldwide.

Use our Wireless Travel Guide to find out if your device works where you need it, and with the features you expect like data and text messaging. Plus, look up international rates and coverage information. Just select up to ten destinations, add them to an itinerary, and then print carrier and rate information to take with you.

[Use the Travel Guide](#)

[Data Service Terms and Conditions](#)

Quick Links

Find what you're looking for. Fast.

Apps Go

[Shop now](#)

Travel Guide Video

Watch and learn how to travel internationally with your wireless device.



[Watch & learn](#)





1. Build Itinerary 2. Select Wireless Device 3. View Summary

Destination Selection

CRUISE SHIPS | SHOW ALL DESTINATIONS

Africa	Asia	Central/South America	Europe	Middle East	North America & Caribbean	Australia & Oceania
Afghanistan		Dominican Republic	Liberia	Saudi Arabia		
Aida Cruises		East Timor (Timor)	Libya	Scotland (U.K.)		
Aland Islands		Easter Island	Liechtenstein	Senegal		
Albania		Ecuador	Lithuania	Serbia		
Algeria		Egypt	Louis Cruise Line	Seychelles		
Algerie Ferries		El Salvador	Luxembourg	Sierra Leone		
American Samoa		England (U.K.)	Macao (Macau)	Silversea Cruises		
Andorra		Equatorial Guinea	Macedonia	Singapore		
Angola		Eritrea	Madagascar	Slovakia		
Anquilla		Estonia	Malawi	Slovenia		
Antiqua and Barbuda		Ethiopia	Malaysia	Solomon Islands		
Argentina		Falkland Islands	Maldives	Somalia		
Armenia		Faroe Islands	Mali	South Africa		
Aruba		Fiji	Malta	Spain		
Ascension Island		Finland	Marshall Islands	Sri Lanka		
Australia		Fr. Polynesia(Tahiti)	Martinique	St. Barthelemy		
Austria		France	Mauritania	St. Helena		

Itinerary

- 01. South Africa
- 02. Hong Kong
- 03. Belize
- 04. Greece
- 05. Israel
- 06. Jamaica
- 07. Mexico
- 08. Fiji
- 09. France
- 10. Italy

Clear All

Welcome to the AT&T Travel Guide. Look up international rates, wireless devices, and carrier information. Click up to ten destinations and add them to the itinerary on the right. Click Continue to select a wireless device.

Continue



1. Build Itinerary 2. Select Wireless Device 3. View Summary

Wireless Device Profile

enter mobile number: - - [➔](#)

OR

[view devices currently available for sale](#) [➔](#)

Your Device



MANUFACTURER/MODEL

NETWORK

Enter your ten-digit mobile number and click Continue to view your wireless device profile. Or click 'view devices currently available for sale' to shop for compatible devices.

Back

Continue



1. Build Itinerary 2. Select Wireless Device 3. View Summary

Wireless Device Profile

My mobile number is 0000000000

EDIT

Your wireless device is the BlackBerry/Bold 9700

Suggested Devices



Apple iPhone 3G S



BlackBerry Bold 9700



Garmin nuvifone (G60)



Samsung Jack (SGH-i637)



Sony Ericsson W518a

Your Device



MANUFACTURER/MODEL
BlackBerry/Bold 9700

NETWORK:
GSM/GPRS/EDGE
850/900/1800/1900;UMTS/HSDPA
850/1900/2100

Click Continue to view coverage for this device.

Back

Continue



1. Build Itinerary 2. Select Wireless Device 3. View Summary

Wireless Devices



YOUR DEVICE
BlackBerry/Bold 9700

EDIT NETWORK



COMPARISON DEVICE
Apple/iPhone 3G S

EDIT NETWORK

Summary

	YOUR DEVICE		COMPARISON DEVICE		RATES & COVERAGE
	VOICE	DATA	VOICE	DATA	
01. Belize	Y	Y	Y	Y	DETAILS ↗
02. Fiji	Y	Y	Y	Y	DETAILS ↗
03. France	Y	Y	Y	Y	DETAILS ↗
04. Greece	Y	Y	Y	Y	DETAILS ↗
05. Hong Kong	Y	Y	Y	Y	DETAILS ↗
06. Israel	Y	Y	Y	Y	DETAILS ↗
07. Italy	Y	Y	Y	Y	DETAILS ↗
08. Jamaica	Y	Y	Y	Y	DETAILS ↗
09. Mexico	Y	Y	Y	Y	DETAILS ↗
10. South Africa	Y	Y	Y	Y	DETAILS ↗

EDIT ITINERARY

PRINT SUMMARY

VIEW ALL ↗

If your device is compatible with the destinations shown above, call 1-800-331-0500 to add international roaming. Restrictions may apply. If your device is not compatible, visit our [online store](#) or a AT&T retail store.

Back

Start Over



destination details

France

INTERNATIONAL WIRELESS CARRIERS, COVERAGE, AND SERVICE

Network Carrier	Coverage	Available Services	Technology & Frequency
BOUYGUES TELECOM	1800 nationwide coverage; main cities on 900. GPRS on 1800 only. GSM/GPRS Coverage Map UMTS coverage in Paris and surrounding area, and in Lyon and Grenoble	<ul style="list-style-type: none"> Voice Data EDGE 2-way text messaging 	UMTS 2100; GSM/GPRS 1800
Orange	GSM/GPRS 1800 MHz coverage is in main cities & major highways; 900 MHz coverage is nationwide. GSM/GPRS Coverage Map UMTS coverage may be limited to major population areas. UMTS/3G Coverage Map	<ul style="list-style-type: none"> Voice Data EDGE 2-way text messaging 	UMTS 2100; GSM/GPRS 900/1800
SFR	GSM/GPRS 1800 MHz coverage is in main cities & major highways; 900 MHz coverage is nationwide. GSM/GPRS Coverage Map UMTS coverage may be limited to major population areas in France. UMTS/3G Coverage Map	<ul style="list-style-type: none"> Voice Data EDGE 2-way text messaging 	UMTS 2100; GSM/GPRS 900/1800

You may not be able to place calls to international destinations other than the United States while roaming in this destination. Calls can be completed within the visited destination and back to the United States.

INTERNATIONAL WIRELESS ROAMING PER MINUTE RATES

Roaming: Calls Placed/Received While in France	AT&T Standard International Roaming	\$1.29
	AT&T World Traveler	\$0.99
	AT&T Canada	\$1.29
	AT&T Mexico	\$1.29
Data Usage:	All GPRS pay per use rates are \$.0195/KB, except in Canada rate is \$.015/KB	
Text, Picture and Video Messages:	Send Text Message	\$0.50 per message sent
	Send Picture and Video Messages	\$1.30 per message sent
	Receive Text, Picture and Video Messages	Home pay-per-use or package rates apply to all text, picture or video messages received when roaming internationally. Please visit www.att.com for details.