



10 PRIVACY COMMANDMENTS



1 Design for privacy

Bake privacy and security into the design of products & services and manage risks

1



2 Collect relevant data

Only collect and process data which is necessary and relevant for the purposes it was collected

2



3 Protect confidentiality

Protect confidentiality of communications and sensitive personal information

3



4 Provide a privacy notice

Provide a clear, transparent and understandable privacy notice

4



5 Provide choices

Obtain and manage necessary permissions when using content of communications, traffic data, location data and marketing & analytics

5



6

6 Manage data carefully

Maintain data quality, delete unnecessary or outdated data and don't take unnecessary copies

7

7 Respect individual rights

Design products to allow individuals to exercise their right to access, request deletion and portability



8 No unauthorised disclosures

Do not disclose personal data to unauthorised bodies and ensure suppliers comply with Vodafone's privacy & security requirements

8



9

9 Secure data

Apply technical and organisational controls against unauthorised access, use, disclosure or loss



10

10 Protect children's privacy

Protect children's data and where necessary, acquire parental consents

