

10 PRIVACY COMMANDMENTS











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



Collect

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

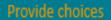


Protect confidentiality of communications and sensitive personal information



Provide a privacy notice

Provide a clear, transparent and understandable



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



Manage data carefully

Maintain data quality, delete unnecessary or outdated data and don't take unnecessary



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



No unauthorised

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



Secure data

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



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



