

## Privacy in Telecommunication

Every human lives three lives, public, private and secret. The thin line that demarcates public from private is the consent that an individual offers for the use of his/her personal information. This statement makes choice and consent as the most important aspect of the individual's identity. We as organizations collect a lot of information from our customers, may it be at the time of on boarding to our services, or when our customers visit our stores or web.

We should always respect the choice our customers make for the disclosure of the personal information and the same should always be supported by letting our customers know about how we collect, process and use the information- because it is their information's that help us grow as an organization.

Drilling down into a deeper level, privacy has several dimensions:

Privacy of personal behaviour - This relates to all aspects of behaviour, may it be offline or online. In the digital world it has become easy for organizations to track an individual's online behaviour by means of cookies and trackers thus awareness and choice of consent enables our customer know how, what and why the information is used.

Privacy of personal communications – Freedom of speech is a fundamental right in the Indian constitution and the same is respected when people know that the calls they are making are only limited and accessible by the concerned parties as valuable information are transmitted in large volumes every day.

Privacy of personal data – Information that uniquely identify a person distinguishes him/her from the rest of the world and should not be automatically available to other individuals and organizations without the notice of the individual, moreover, the individual must be able to exercise a substantial degree of control over that data and its use.

Vodafone India Limited is committed to protecting our customers' personal information. We have well defined privacy statement to help our customers understand how we collect, use and protect their information when they use our products and services.

This privacy statement covers the following topics:

- 1) Personal information collected by Vodafone India
- 2) Customers consent for providing personal information
- 3) Use of personal information
- 4) Sharing personal information
- 5) Protecting personal information
- 6) Retention of personal information

The "customer first" journey coupled with the "Vodafone way" re-iterates the importance of customer's sensitive information that is entrusted with us. We respect Privacy because of its value to people. Respecting our customers' right to privacy at Vodafone has two key components:

- Protecting customer data; and
- Using our customer data only in the way that our customers have permitted.

At Vodafone we believe that the shape of our future depends on how we deal with the present issues of privacy. Respecting our customers' right to privacy is more than just legal compliance, it is about building a culture that respects privacy and justifies the trust our customers place in Vodafone.

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