



# Privacy and Cookie Policy for Orange Mobile Users

**Last Updated 6 December 2010**

The following provides details about our Privacy and Cookie Policy for all Orange pay monthly and pay as you go mobile phone users (the "Policy"). Orange treats your privacy seriously. We use the Personal Data collected from you and your use of your mobile phone in accordance with this Policy. We comply with our obligations under the Data Protection Act 1998 and related rules and regulations. Everything Everywhere Limited is the controller of your Personal Data and is registered as a data controller with the Information Commissioner's Office with registration number Z7510687 (<http://www.ico.gov.uk>).

## **Who we are**

Everything Everywhere Limited operates the Orange and T-Mobile brands in the UK.

'Orange', 'we' or 'us' means Everything Everywhere Limited, Orange Personal Communications Services Limited and its group companies (the "Orange Group"), their shareholders including but not limited to their ultimate shareholders France Telecom SA and Deutsche Telekom AG (the "Shareholders") and the companies in which France Telecom SA have at least a 50% shareholding (the "France Telecom Group") and the companies in which Deutsche Telekom AG have at least a 50% shareholding (the "Deutsche Telekom Group"). We also refer collectively to Everything Everywhere Limited, the Orange Group, the Shareholders, the France Telecom Group and the Deutsche Telekom Group as "the Group Companies". Some of the Group Companies may be located in countries outside the European Economic Area (EEA).

## **The services covered by this Policy**

This Policy applies to services provided to you by Orange.

This Policy explains how Orange processes information about you both directly and indirectly for the provision of mobile phone network services. Please read this Policy in conjunction with the terms & conditions of any particular service or services you are using.

This Policy also applies to the Orange World portal website at [www.orangeworld.co.uk](http://www.orangeworld.co.uk) which you can access via your mobile phone but it does not apply to other companies' or organisations' websites ("Third Parties") to which we are linked. Third Party websites operate their own privacy policy. We urge you to read these carefully.

## **What we mean by Personal Data**

"Personal Data" is any data that identifies you as an individual or is capable of doing so (and does not include general, statistical, aggregated or anonymised information).

The Personal Data which you supply to us you agree will be true, complete and accurate in all respects and you agree to notify us as soon as possible of any changes to such Personal Data. We will deal with your Personal Data in compliance with current UK data protection law, and we are party to a number of industry codes of practice in respect of particular services, which may be viewed using the following link: <http://www1.orange.co.uk/codesofpractice>.

## Consent

By using our services you consent to us processing your Personal Data in accordance with this Policy and transferring your information to other countries that may not provide the same level of data protection as the UK, where necessary for providing the services you require. If we do make such a transfer, we will put appropriate measures in place to ensure your information is adequately protected at all times.

When you give us information about another person, you confirm that they have appointed you to act for them, to consent to the processing of their Personal Data in accordance with this Policy, and to the transfer of their information abroad and to receive on their behalf any data protection notices.

## How we collect information about you

We may collect information about you in the following ways: you may provide Personal Data when communicating with us (e.g. when you fill out your registration form to become a customer of Orange or any of our services, or when you terminate your relationship with us); you may order a product or a service and give your name, email address, delivery address, credit or debit card number and expiry date so that the order can be processed and your products (or services where appropriate) delivered to you (sometimes you may be asked for your telephone number); when you call our Customer Service department, we may monitor or record your calls and store details of the phone number(s) you use to make the call - this information is used to better address your customer service needs; if you enter a competition or promotion we will ask for your name, address and email address and any other relevant information; when you connect to the Internet, we will collect information about your tastes and preferences both when you tell us what these are and by analysis of customer traffic, including by using cookies (as described below).

It may be that some of the Personal Data you give us (for instance about your lifestyle or health) is sensitive personal data within the meaning of the Data Protection Act 1998. Any such information will only be processed with your express consent.

Any confidential financial information you give us (such as details of credit or debit cards or bank accounts) will be used only for the specific purpose or purposes for which it was provided.

## How we use your Personal Data

- We may use your Personal Data to confirm that your orders have been received and to process them; to validate you as a registered customer when using our services and calling our help desk; to prevent and detect or investigate criminal activities, fraud and misuse of or damage to our services or networks and to prosecute those responsible; and to contact you to invite you to form part of our consumer panel or research groups.
- We may use Personal Data collected about you to contact you by post, phone and electronic mail (that is email, picture, video, and SMS) about functionality changes to our website, services or changes to our terms and conditions of use and to communicate with you about your customer benefits and advise you regarding the use of our services.
- We and/or the Group Companies will use your Personal Data which you provide to us (sometimes together with other information we collect) for providing the relevant products and services to you, administration, advertising, marketing, research, analytics, credit scoring, [Customer Services](#), tracking your device and web use preferences, profiling your purchasing preferences, corporate reporting, improving business efficiencies and to prevent and detect or investigate criminal activities, fraud and misuse of or damage to our services or networks and to prosecute those responsible. We may disclose your information to our service providers and agents to help us with these purposes. Please call [Customer Services](#) on 150 from an Orange handset or 07973 100150 from any other phone if you do not wish to receive marketing communications from us but remember that this will preclude you from receiving any of our special offers or promotions.
- Where we have your approval to do so, we may use your Personal Data which you provide to us (sometimes together with other information we collect) to advertise and market the products and services of our business partners. Please call [Customer Services](#) on 150 from an Orange handset or 07973 100150 from any other phone to change your marketing preferences settings.

- We may use your Personal Data to personalise your visits to our website (including your visits made via Orange World) and recommend goods or services to you. We may also use the information to help us develop our offers and the layout of our website to ensure that our services are as useful and enjoyable as possible.
- We may on occasion match or combine your Personal Data with Personal Data you have supplied to other Group Companies in order to understand and improve your use of our services and to determine what products, services and promotions are likely to be of interest to you. We may then (except to the extent that you have directed us not to) use this combined Personal Data for providing you with information about goods, services or promotions that may be of interest to you. Please call [Customer Services](#) on 150 from an Orange handset or 07973 100150 from any other phone if you do not wish to receive such information from us as set out in this paragraph.
- We may also use your Personal Data to contact you in order to conduct market research e.g. surveying needs and opinions on issues such as our performance. Any information that we collect from you in the course of such market research will be used to produce aggregated statistics about our sales, customers, traffic patterns and other website information, but these statistics will not include any information that could personally identify you.

### **Network and traffic data**

We may collect network or traffic data related to your use of and access to our services. Such data may include - but not be limited to - time spent using our services and your Calling Line Identification Number. This information is used for the purposes of management of traffic, billing, customer enquiries and the prevention or detection of fraud. It may also be used for tracing nuisance or malicious calls.

We also collect information from visitors to our website and registered customers to help us improve the websites and services that we make available. The type of information collected includes how many visitors visit our website, how many customers log in, when they visit, for how long and which areas of our website and which services. This information allows us to continuously improve our services and develop them according to the taste of our customers and visitors.

The information we collect from visitors to our website who are not registered users is anonymous and does not include personal information that allows us to identify you as an individual. However, if you are an Orange customer, the information collected from our website is not anonymous and Orange may use this information along with your preferences to tailor content, services and offers for you, as explained above.

We may provide aggregate statistics about our sales, customers, traffic patterns and other site information to Third Parties, but these statistics will not include any information that could personally identify you.

### **How long do we keep your Personal Data?**

The periods we keep your Personal Data can vary according to the purposes for which it is being used. Unless there is a specific legal requirement to keep your Personal Data, we will not keep it for longer than necessary for the purposes for which the Personal Data was collected or for which it is to be further processed.

### **Security**

Unfortunately the transmission of data via the internet is not completely secure. Although we will do our best to protect your Personal Data, we cannot guarantee the security of your data transmitted to our site, and transmission is at your own risk. Once we have received your information we will use strict procedures and security features to prevent unauthorised access.

When you review your account information or order products, we offer the use of a secure server. The secure server software encrypts the information that you input before it is transmitted to us. In addition, we have strict security procedures covering the storage and disclosure of your information in order to prevent unauthorised access. This means that sometimes we may ask you for proof of identity before disclosing any personal information to you. If you are issued with any personal code or password in relation to your use of our services, it is your responsibility to keep this information secure and secret.

## **Disclosing your Personal Data to third parties**

By using our services you consent to us sharing your information with other Group Companies. They or we may contact you by mail, telephone, electronic messaging services, fax or email to let you know about any goods, services or promotions which may be of interest to you.

Where we have your approval to do so, we may pass on your Personal Data which you provide to us (sometimes together with other information we collect) to carefully selected third parties for them to market to you their products and services that may be of interest to you.

Please call [Customer Services](#) on 150 from an Orange handset or 07973 100150 from any other phone to change your marketing preferences settings. If you wish to opt out of unsolicited sales and marketing telephone calls, you may register your details with the Telephone Preference Service (<http://www.tpsonline.org.uk/tps/what/>).

We sometimes use other companies to provide some of our services, or to provide services to us or distribute or market our products and services. We may share your Personal Data with these companies, some of whom may provide the services from countries outside the European Economic Area (i.e the 27 European Union Member States, as well as Iceland, Norway and Liechtenstein). These companies can and will process this information on behalf of Orange, but only according to our express instructions and in compliance with appropriate security measures.

We may disclose your Personal Data acting reasonably if we believe such action is necessary, for example, to conform with a legal requirement or comply with a legal process, protect and defend the rights or property of Orange, the Group Companies and its employees, enforce this Policy, or to protect the interests of its users.

We may also disclose or otherwise process your personal information in accordance with applicable law for purposes which we believe are within our legitimate interests and to protect or defend our legitimate interests (for example in civil or criminal proceedings).

If we decide to sell, buy, merge or otherwise reorganise our business, this may involve us disclosing personal information to prospective or actual purchasers, sellers or partners and their advisers.

Without limiting the above, we may disclose your Personal Data acting reasonably to any telecommunications company, debt collection agency, credit reference agency, credit or fraud monitoring scheme, security agency or credit provider a) any information relating to your use of our services, including your personal financial information and details of how you have performed in meeting any obligations you have to us; b) any disclosure as may be within our Data Protection Act notification registered with the Information Commissioner's Office; c) any disclosure required as a result of an order of any court of competent jurisdiction or by statutory authority or from any regulator and d) any disclosure as permitted under current UK data protection law.

## **Location Services**

We need to know approximately where you are so that we can deliver mobile phone services to you. Location information (such as your latitude and longitude) is relayed to us and some of our partners when your phone is turned on or when you use the services. This information will also be shared with the emergency services so that when you make an emergency call, the emergency services are able to respond more quickly to the call. Location information cannot usually be used to pinpoint exactly where you are. For example, it cannot usually be used to determine which particular house or shop you are in at a given time. Instead it offers an approximate location based on your position relative to the nearest mobile phone masts. The accuracy of this information depends on how close you are to a mobile phone mast and is likely to be more accurate in urban areas compared to rural areas.

Location information may also be used to provide you with services that are linked to your location. Examples include traffic reports or some entertainment listings. These services are called active location based services because you are asking us to check your location in order for the service to be provided.

There are other forms of location based services where you might agree to be located by someone else or you might want to locate someone else using the location information we generate. These services are called passive location based services. We describe our phone locator services and other passive location based services offered by our partners below.

### Phone locator services

We have put in place measures that fully comply with the Industry Code of Practice For the Use of Mobile Phone Technology to Provide Passive Location Services in the UK ("the Code"). These include measures to verify the identity of the person wishing to use the passive location based service and to ensure the ongoing consent of the person whose phone is being located. For more information about the Code please follow the attached link: <http://www1.orange.co.uk/codesofpractice>.

One of the key requirements of this Code is that the person who is to be located must consent to being located and regular reminders about the location service must be sent to their mobile phone so that they can opt out at any time.

Your location will still be known to us and some of our partners (as this is needed to provide services) and will still be passed on to the emergency services during an emergency call.

### Other passive location based services

You may receive certain passive location based services in circumstances where you have adjusted settings or activated certain features on your phone. For example, if your phone has 'Bluetooth' enabled, you may receive messages from third parties located nearby. If you do not wish to receive these services, we suggest you de-activate the relevant feature(s) on your phone or contact the third parties directly.

### **Questions on Personal Data**

If you have any questions about the handling or protection of your Personal Data or your rights under this Policy please contact [Customer Services](#) on 150 from an Orange handset or 07973 100150 from any other phone or write to Customer Correspondence, PO Box 10, Patchway, Bristol BS32 4QJ.

You have a right to ask for a copy of your information (for which we charge a fee of £10) and to correct any inaccuracies. If you want specific information, please tell us, as this will speed up our reply. Please also give us proof of your identity and any relevant details to help us find the information you're looking for.

### **Changes to this Policy**

Any changes we make to our Policy in the future will be posted on this page and, where appropriate notified to you by SMS or e-mail, so that you are always kept informed of how we collect and use your Personal Data, and when we may disclose it. By continuing to use our services you acknowledge and agree to those changes.

### **Cookies**

A cookie is a small, unique text file associated with your device by a website. The cookie is used by the website to identify your device whenever you visit that website. Cookies cannot be used to run programs or deliver viruses to your device. Cookies can only be read by a web server from the same domain ([e.g. orange.co.uk](http://www1.orange.co.uk)) that saved the cookie on your device. We and/or our third party advertisers may use cookies and Web beacons (also known as 'pixel tags') to help you save time, track your usage patterns and provide you with a more personalised service on our web site. The main purpose of a cookie is to tell the Web server that you have returned to a specific Web page. For example, if you personalise Web pages, or register for products or services, a cookie helps our Web page server to recall your specific information. When you next visit the Orange web site, the information you previously provided can be retrieved, so you can easily use the website features that you previously chose. Even if you use more than one device or computer on a regular basis, we can link cookies together so you will still receive a personalised online experience. We can also personalise the information you see based on what we already know about you, so that you spend less time looking for things. So, instead of one site for all Orange customers, each Orange customer can have a site which is unique to them. You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you want to disable cookies, find out which browser you are using and follow the instructions below. Unfortunately, if you choose to decline cookies, some of the interactive features of the Orange services or websites may not be available to you. We advise regular users of Orange websites to accept cookies from Orange. We are committed to protecting your privacy and only use cookies to improve our service to you, for example, by offering tailored information based on your interests. The usage patterns tracked by cookies remain confidential. We do not share or sell any cookie-generated

information. Please note that our advertisers or websites to which we link may also use cookies, over which we have no control.

Information on changing the level of cookie security and disabling cookies

Please note that this information may vary from handset to handset. Please refer to your manufacturer's manual for handset specific information.

**Mobile Phone Browsers**

1. Launch the mobile browser
2. Select 'Options' or 'Settings'
3. Click on the 'Cookie' (or click on 'privacy' then 'cookies')
4. Choose the level of Cookie security you want, ranging from Accept all, Reject all or Prompt (or on/off)