



# **Global Privacy Policy**

## Corporate Rule

Approved by the Board of Directors of Telefónica S.A.

Telefónica SA.

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## DOCUMENT HISTORY

<b>VERSIÓN</b>	<b>CAMBIOS REALIZADOS</b>	<b>Aprobado por</b>
<b>1.0</b> (2013)	First Version <b>"Privacy Policy of the Telefónica Group"</b>	Board of Directors of Telefónica, S.A.
<b>2.0</b> (2015)	Updated and aligned with new Company Programme "Choose it all" (december 2015).	Board of Directors of Telefónica, S.A.
<b>3.0</b> (2018)	Major Review aligned with Company Strategy and General Data Protection Regulation (GDPR)	Board of Directors of Telefónica, S.A.

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# 1 Introduction and objectives

The universal use of electronic communications services and networks is changing social and commercial relationships, and the way in which societies communicate and express themselves, as well as the amount and nature of information to which both citizens and companies have easy access. As a result of this, personal information is increasingly being processed, both in the context of personal or professional activities, and within the scope of the provision of digital services to clients and/or users.

As provider of these types of services, Telefónica firmly believes that the adequate access and processing of this information offers great opportunities for enriching the lives of citizens and contributing to the development of societies.

Telefónica respects the rights and freedoms of individuals, among which is the fundamental right to the protection of personal data. The Responsible Business Principles, the Group's code of ethics, refers to the need to protect this fundamental right and establishes guidelines to this end.

Telefonica is very much aware of the fact that the trust the customers and other stakeholders place in the company is critical and must give them control over their personal information (as "**Data Subjects**" in the sense defined in the present Policy), which is why the present Telefónica Corporate Privacy Policy is issued with the goal of strengthening the Group's commitment to the right to privacy of all the people whose information Telefónica has access to.

Thus, the present Policy establishes the general guidelines that Telefónica, as leading company in the industry, and in the development of standards of trust in its commercial relations, must progressively implement not only with a view to compliance of the legal provisions in force in each jurisdiction, but also to set a common general approach for the entire Group in terms of privacy.

For purposes of clarification, said general guidelines are subject to further and later development in more specific commitments, either general, or within any of the companies or groups of companies that are part of the Telefonica Group, taking into account the different starting points and the level or difficulty of implementation and specific actions required to promote the adequate observance of the aforementioned guidelines.

To this effect, the model of privacy governance established in section 9 of the present Policy is essential, as it will ensure a swift and efficient deployment of the actions required to comply with the guidelines.

For purposes of clarification, the present Policy refers to the privacy of the information of physical persons. Telefónica also ensures the protection of information and data of legal entities and will comply with what is established in applicable national law.

## 2 Scope of application

This Policy constitutes a Corporate Policy, and, as such, is to be applied in all Telefónica Group companies.

In its condition as parent company of the Group, Telefónica, S.A. is responsible for establishing the bases and mechanisms required for an adequate and efficient coordination between this Company and the other companies that are part of its Group, which, as indicated in the previous section 1, will be subject to further and later development through instruments that govern the progressive compliance with more specific commitments.

The above applies without prejudice to and without impairing the autonomous decision-making capacity corresponding to each of the companies involved, in accordance with their corporate purpose and with the fiduciary duties that the members of their management bodies have towards their shareholders.

## 3 Principles

In the processing of personal information, the Telefónica Group will adopt actions aimed at protecting the following basic principles:

- Principle of legality
- Principle of transparency
- Principle of commitment to the rights of the stakeholders
- Principle of limitation of the conservation period
- Principle of security

### 3.1. Principle of legality

The Telefónica Group will adopt the actions necessary to ensure that the personal information of the Data Subjects Parties that it collects, stores, and processes are lawfully and fairly processed.

The processing should comply with the obligations that result from the applicable legal framework, taking into account its characteristics and geographical scope and the rest of the provisions included in this Corporate Policy. In any case, the Telefónica Group will adhere to, with particular attention:

- the securing of the consent of the Data Subject or, as the case may be, the existence of any other lawfulness condition in the applicable legislation.
- the need for processing and the legitimate purpose of said processing. The personal information will be collected for legitimate purposes, and will not be subsequently processed in a manner incompatible with said purposes.

## 3.2. Principle of transparency

The Telefónica Group will adopt the measures necessary to guarantee that the Data Subjects be provided with information that is easily accessible and understandable about the personal information that it collects, stores, and processes.

Among other measures, the Data Subjects will be provided with the following information:

a) Type of information collected

At Telefónica, different types of personal information are collected from our users, either directly because the information is provided (such as name, surnames, address, bank account, personal preferences, etc.), or indirectly through the use of our services (locational data, calling data, content viewing data, etc.) or from legitimate third party sources.

b) How information is collected

This information is collected in different ways and through different channels.

All Data Subjects will be informed about how their information is collected when they access the products and/or services and/or channels of communication.

c) Purpose of the collected information

The information of the Data Subject may be used for different purposes depending on the type of information collected.

The Data Subject must be informed about the purpose for which its information will be used.

d) Personal Data retention

The Data Subject will be informed of the period for which the personal data will be stored, or the criteria used to determine that period the way to erasure it, when applicable, and what happens when a user deletes his/her account.

In every case, Telefónica reserves the right to use information collected from the Data Subjects in anonymous format.

e) Transfer of the information

The Data Subject will be informed about what category of information is going to be transferred, the recipients or categories of recipients and for what purpose.

### **3.3. Principle of respect for the rights of the Data Subject**

Telefónica must offer Data Subjects clear and simple mechanisms to guarantee and ensure the correct exercise of the rights of the Data Subject, in accordance with the applicable legal framework, such as the right of access, rectification, deletion, opposition, , the right to withdraw consent at any time, and the right to present complaints.

The Telefónica Group must facilitate the exercise of these rights in the deadlines and terms established in the corresponding legal system of the country and/or region.

The Telefónica Group provides its employees, customers, contractors, or any other Interested titleholder to personal information included in the databases and/or information systems owned by Telefónica Group entities, communication channels to file requests, queries, and complaints so that they may exercise applicable rights that correspond to them.

The Telefónica Group agrees to respond to these requests, queries, and complaints quickly and within the periods determined by the applicable regulations.

### **3.4. Principle of limitation of the conservation period**

The Telefónica Group will not retain the personal information of the Stakeholder for longer than the periods of time permitted in each jurisdiction's legislation.

### **3.5. Principle of security of processing**

The Telefónica Group will apply, in all of the processing cycle phases, the technical and organizational measures required to ensure a level of security adequate to the risk to which the personal information may be exposed and, in any case, in accordance with the security measures established in the law in force in each of the countries and/or regions in which it operates and Telefónica's internal regulations for Security. If at any moment this security is compromised, Telefónica will act swiftly and responsibly.

The Telefónica Group will be particularly diligent in the analysis of those data processing situations that potentially place the rights and freedoms of the Data Subjects at high risk.

Likewise, Telefónica will at all times protect the confidential nature of the information of the Data Subjects, in accordance with Telefónica's internal regulations for the classification and processing of Information.



## 4 Conditions for consent

Telefónica will facilitate to Data Subjects clear and transparent information regarding the use and storage of their personal information so that they may consent in a freely given, specific, informed and unambiguous manner with respect to the proposed processing of said information.

## 5 International transfer of information

The information provided by Data Subjects may be transferred internationally to Group companies and third parties for its processing subject to the requirements established by the legislation applicable in each country or region, and to the international agreements, where the different Telefónica Group entities operate.

In this regard, the Telefónica Group, either as Data Processor and/or Data Controller, will protect the rights of Data Subjects in the international transfer of personal information to third countries, and will, in observance, at all times, of the Group's security standards and the applicable legislation in this matter.

Likewise, Telefónica also considers the application of the Binding Corporate Rules (BCR) that offer adequate guarantees in case of transfers between Group companies, which would be applicable in the countries where BCRs is an adequate instrument for international transfers according to the applicable legislation.

## 6 Privacy of minors

The Telefónica Group is committed to the privacy rights of minors, the protection of their personal information, and the promotion of the responsible use of technology.

## 7 Privacy in the supply chain

The Telefónica Group, as Data Controller, will provide contractually that any supplier that acts under its authority and which has access to the personal information of the Data Subjects for which it is responsible, will only be able to process said information by following its instructions and, in every case, in a secure manner through the adoption of the necessary technical and organizational security measures, and full compliance with the applicable law and internal regulations.

Thus, each Data Controller will prioritize the choice of suppliers that act as Data Processor so as to ensure compliance with the data protection legislation applicable to the processing in question, as well as with this Corporate Policy.

## 8 Privacy by design

Telefonica embraces the principles of privacy by design and accountability in the development of its products and services in order that, from its initial conception, they incorporate the applicable data protection requirements.

## 9 Requests by competent authorities

Telefónica is subject to the legal environments in which it operates, meaning that, in exceptional circumstances and always within the express provisions of national laws, it must respond to the requirements of the competent authorities related to certain information about the communications of its customers and/or users.

Telefónica, in all of these cases, implements a strict global procedure that guarantees both compliance with our obligations regarding collaboration with judicial authorities and competent authorities, and the protection of the rights to privacy and freedom of expression of the affected parties.

Telefónica will periodically publish information about the numbers and types of requests it receives from competent authorities in the countries in which it operates.

## 10 Organization and Responsibilities

In order to guarantee the rights, in terms of data protection of Data Subjects and companies, with which the Telefónica Group relates, as well as the compliance with the applicable laws and this Corporate Privacy Policy, it is important each operating business dedicates the appropriate resources to the implementation of this policy. The Telefónica Group has set up the corresponding organization, the basic structure of which is as follows:

### 10.1 Data Protection Officers

The different Telefónica Group entities and companies must appoint a Data Protection Officer (hereinafter, "DPO").

Each DPO will be appointed according to his/her professional skills, knowledge and experience with respect to data protection, as well as knowledge regarding the corresponding business and of the Group as a whole.

The Telefónica Group considers it appropriate to establish two levels of DPO, global and local, in order to better coordinate and observe the compliance of this Corporate Policy and other applicable legal and internal regulations.

### **10.1.1 Telefónica Group DPO**

The Telefónica Group DPO is the Telefónica Group's person in charge at corporate level of data Protection. The Telefónica Group DPO reports directly to the Telefónica, S.A. Board of Directors.

The main duties and functions of the Telefónica Group DPO are:

- The global data protection coordination in the Telefónica Group, and the definition of the global compliance program in terms of privacy.
- The supervision of compliance with the current data protection legislation in force.
- Exchange and advice in terms of the processing of personal data, to the Telefónica, S.A. Organization, and to the Group's local DPOs, as the case may be.
- The implementation and application of the privacy and data protection policies, and the assessment of new related projects.
- The performance of the duties which, in general, may be attributed to him/her by the applicable legislation (i.e., those established in the European General Data Protection Regulation).

The Telefónica Group DPO leads and coordinates the Global DPO Office which plays a double role: on the one hand, it takes on direct responsibility over the compliance program in matters of privacy in the global and corporate scope, and, on the other, the guarantee of the implementation of the program within the Telefónica Group.

### **10.1.2 Local DPO**

The Local DPO (or person in charge of privacy at local level, regardless of the terminology adopted in applicable legislation), is the person responsible for the protection of personal data in one or several Telefónica Group companies located in a specific country/region, or within a specific area of activity

The main functions of the Local DPO are:

- Advisory with respect to data protection, for the business units within his/her scope of responsibility.
- Supervision of compliance with the applicable law and this Privacy Policy within his/her scope of responsibility.
- Exchange and coordination with the Telefónica Group DPO for the purpose of implementing the global compliance program in terms of privacy.
- Dialogue with Data Subjects and authorities within his/her scope of responsibility.

- The performance of the duties which, in general, may be attributed to him/her by the applicable legislation (i.e. those established in the European General Data Protection Regulation).

## 10.2. Relationship structure

Without prejudice of the duties and responsibilities of the Telefónica Group DPO and that of the local DPOs, the Telefónica Group, in order to better implement the privacy compliance program, deems it necessary to create a relationship structure for the purposes of supporting, coordinating, assessing, and proposing lines of action in relation to said program. and, in general, with respect to compliance with Data Protection legislation.

In particular, the Telefónica Group considers appropriate to establish the following formal relationship channels (through regular interactions and, in particular, the convening of the Committees that will be set up for this purpose):

- i. Transversal relationships: based on the premise of the importance of the Telefónica Group global units, in contributing to the successful implementation of the privacy compliance program, each within their scope of responsibility; for this reason, a continuous relationship with the DPO Global Office must be maintained. The following units, amongst others, are included in this group: Security, General Secretariat/Legal Services, Regulation and Institutional Affairs, Technology, Chief Data Officer, Compliance, Corporate Ethics and Sustainability, and Internal Audit.
- ii. Business relationships: ultimately, the business units are responsible for the implementation of the privacy compliance program, meaning that their own internal regulations and business processes must at all times take into consideration said program; with this goal, interfaces that guarantee the interaction with the DPO Global Office, or the Local DPO, respectively, will be appointed both in Telefónica, S.A. and in those business units in which this is been deemed appropriate.
- iii. Relationship between business units: under the coordination of the DPO Global Office, the coordinated with the local DPOs will be ensured for the purposes of monitoring the compliance program in terms of privacy, and for the review of problems that affect the set of organizations.

# 11 Training and awareness

The Telefónica Group is aware that the gradual elevation of standards of compliance with the applicable legislation as well as the Telefónica Group's internal regulation in terms of privacy and data protection, is conditional upon the generation of a company culture based on understanding and knowledge on the part of its employees and the parties that are part of its supply chain.

The generation of such culture in turn requires training and awareness initiatives to be developed within the framework of Telefonica's comprehensive training and communication plans, in first instance for employees, and to the extent possible, for the third parties that interact with Telefonica.

## 12 Monitoring and control

In its commitment to continuous supervision and improvement, the Telefónica Group, and each company that belongs to it, periodically submits its processing of personal data to internal or external controls and/or audits in order to verify the correct compliance with the legal regulations applicable to each entity, as well as with this Corporate Policy, and the regulations and procedures that develop it, determining degrees of compliance, and recommending corrective measures.

In particular, the present Policy may be the subject of development of regulation that establishes the mechanisms necessary for the supervision and control of its compliance and control.

In those data processing activities in which the Telefónica Group is Data Controller, it may require, by contract, from those Data Processors with which it works, audit or certification mechanisms in order to ensure that these entities offer sufficient guarantees to carry out their processing operations.

## 13 13 Internal Audit

The observance and compliance with this rule by the different areas of the Company will be subject to review and supervision by the Internal Audit area, who will be authorized to carry out the sampling supervisions of the controls established herein whenever it deems convenient.

## 14 Review and modifications

(Pendiente texto en ingles de Auditoria)

This document must be revised to adapt to Organisational, legal or business changes that take place, in order to maintain its applicability, sufficiency and effectiveness. Otherwise, it must be revised according to the periodicity put forth in the "Corporate Regulations for the Elaboration and Organisation of the Telefónica Group's Regulatory Framework."

This Corporate Policy will be periodically reviewed, taking into consideration any organizational, legal, or business changes that may take place.

The reviews of the Policy, insofar as they affect the conditions of privacy with stakeholders agreed upon by the Telefónica Group, will be subject to timely publication and communication.

## 15 Implementation and application

This Corporate Policy will enter into effect on the day of its approval by the Board of Directors.

## 16 Glossary of terms

The following is a list, in order of appearance in the present document, of the main terms defined used throughout said present document.

<b>“Corporate Policy”</b>	Refers to this Telefónica Group Corporate Privacy Policy.
<b>"Telefónica Group or Telefónica"</b>	Refers to Telefónica, S.A. and all the entities belonging to its business group regardless of their residence (inside or outside the EU), and their legal form.
<b>“Personal data or personal information”</b>	Refers to any information about an identified or identifiable natural person (in this document referred to as the <b>"Data Subject"</b> ).
<b>“Processing”</b>	Refers to any operation or set of operations carried out on personal information or sets of personal information, either by automated procedures or not.
<b>"DPO"</b>	Refers to the figure of the Data Protection Officer as defined in section 9 of this Corporate Policy.
<b>"Data Controller "</b>	Refers to the entity that, alone or together with others, determines the purposes and means of the processing.
<b>"Data Processor "</b>	Refers to the natural or legal person, public authority, agency or other body which processes personal information on behalf of the Data Controller.

Any other term not defined in the present shall have the meaning that, as the case may be, is determined by the Corporate/local regulation applicable to each Telefónica Group entity.