



Principles governing our customer relations

Global Sustainability Area





Customers are the heart that keeps any organisation alive

At Telefónica, looking after our customers is not just a commercial strategy but a commitment that reflects our values as a company.

In this context, respect and gratitude are essential in building relationships of trust



Respect means listening carefully to our customers' needs, recognising their concerns and treating each customer with dignity and consideration, but, above all, it means understanding that **their most precious commodity is time.**

We should **show our gratitude**, as they have freely chosen us as their telecommunications operator, choosing us over the other options available on the market; in other words, **they have decided to spend their money with us.**

When **respect and gratitude** are **genuine**, they create a **solid foundation** for establishing **relationships of trust**. And trust, in turn, is what makes customers feel secure and supported, not only in good times but also when they are facing challenges.

Our four principles

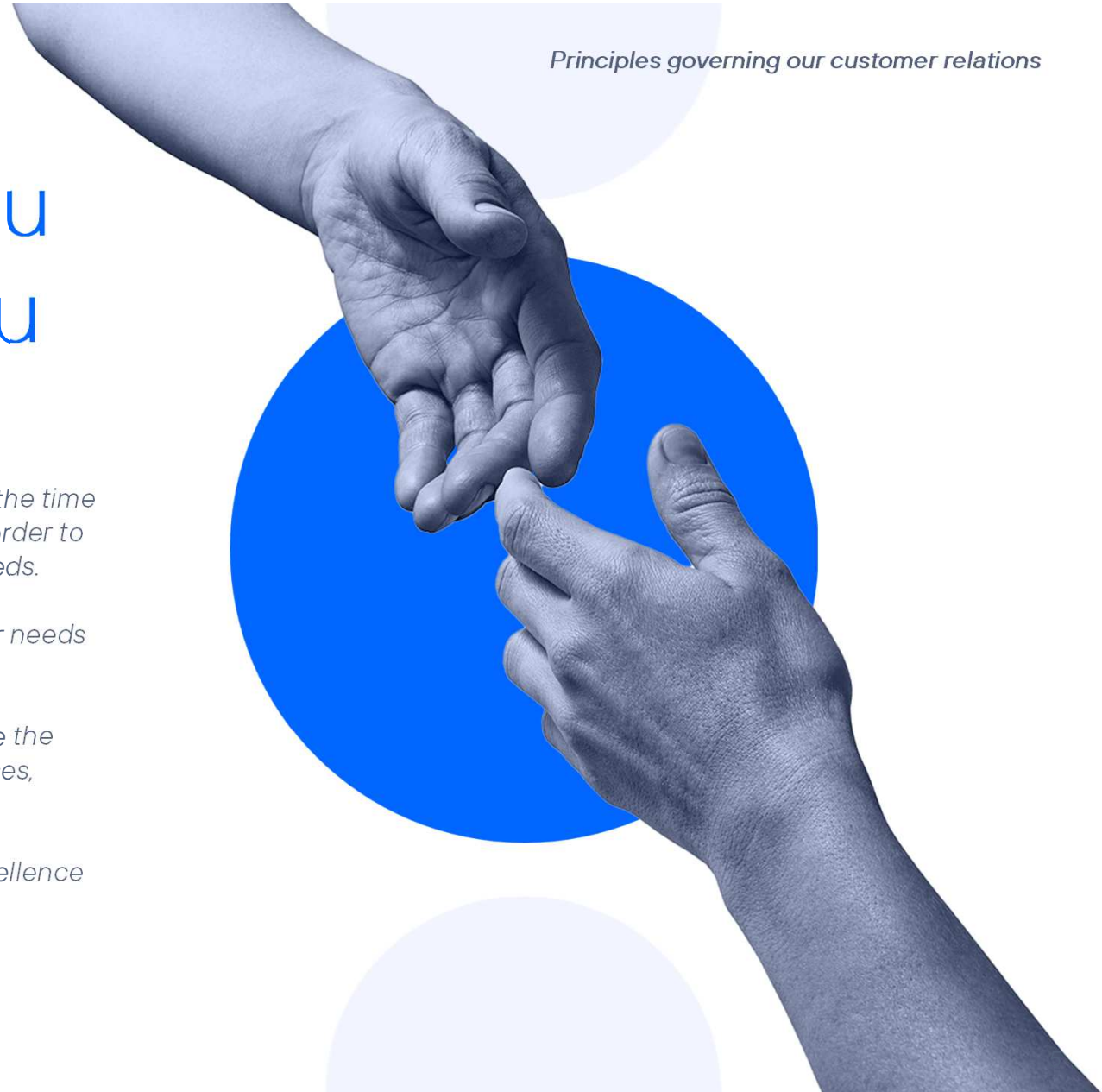
In order to build relationships of trust based on the respect and gratitude we owe our customers, we have defined the following principles which should be present in any interactions with them



1 We understand
you and care
about you

We understand you and care about you

- **Personalised attention:** *we provide quality and friendly assistance, aware that each customer is unique. We take the time to understand our customers' preferences and tastes, in order to offer them the solutions or services that best suit their needs.*
- **Proactive solutions:** *we identify services that satisfy their needs or potential issues before they affect our customers.*
- **Continuous improvement:** *we actively listen to and value the opinions of our customers in order to improve our processes, products and services.*
- **Guaranteed quality:** *we act pre-emptively to ensure excellence in our products and services.*



2 We give you what you expect

We give you what you expect



- **Cutting-edge technology:** *we evolve our networks and services to offer outstanding connectivity.*
- **Network reliability:** *at Telefónica, we are constantly working to build a future-proof, reliable, resilient and secure network.*
- **Availability of our services:** *we undertake to restore the connection in the shortest possible time, keeping customers informed at all times of the status of the issue.*
- **For everyone:** *we strive to ensure that everyone –individuals and businesses – can access connectivity and digitalisation.*
- **Respect for the environment:** *we offer digital services and a communications network that are more sustainable and more efficient.*

3

We make it
easy for you

We make it easy for you

- **In our products and services:** we design products and services that are intuitive, simple to use and accessible to customers with disabilities.
- **In our channels:** we enable multiple channels to provide customer service anytime, anywhere, offering a consistent and connected experience, and tailored to serving customers with different needs.
- **In our processes:** we are committed to resolving any incidents efficiently, facilitating quick solutions, without involving customers in our internal processes while keeping them informed about the status of their issue.
- **In our communications:** we maintain clear, honest and direct communication in all our interactions. We report in a timely manner, providing value, on any changes or situations that may affect our customers.

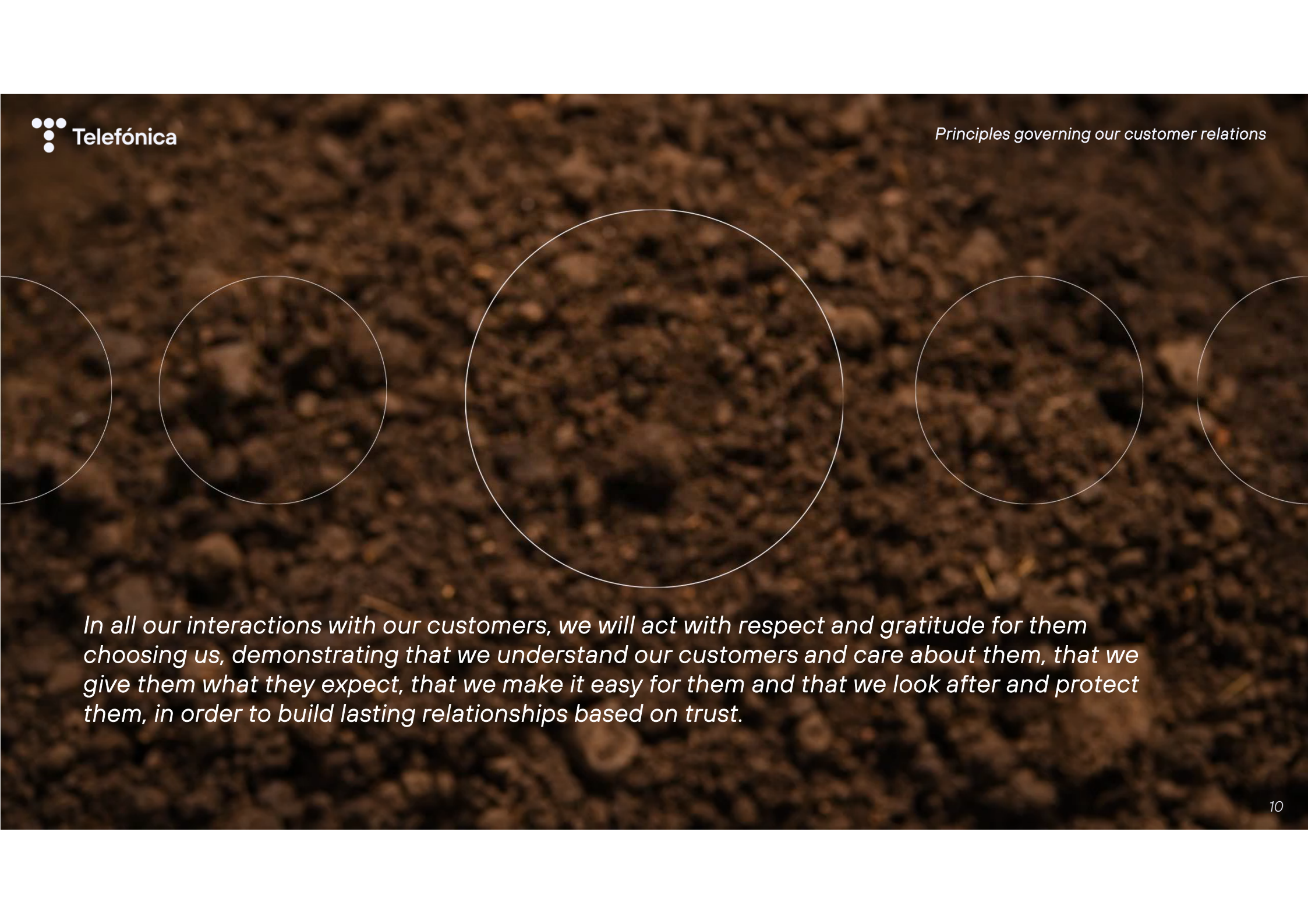


4

We look after you and protect you

We look after you and protect you

- **Your personal data:** *we protect our customers' data in an ethical and responsible manner.*
- **Your services and products:** *we maintain the highest security standards, promoting practices that maximise the security of our products and services.*
- **Your environment:** *we provide the tools and knowledge designed to promote responsible use of technology.*



In all our interactions with our customers, we will act with respect and gratitude for them choosing us, demonstrating that we understand our customers and care about them, that we give them what they expect, that we make it easy for them and that we look after and protect them, in order to build lasting relationships based on trust.

