Telefónica

Principles governing our customer relations

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

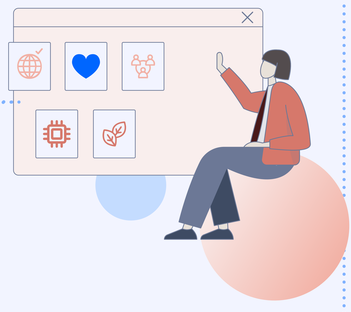
The following principles are based on respect and gratitude, and must be present in any interactions with them.

1 We understand you and care about you

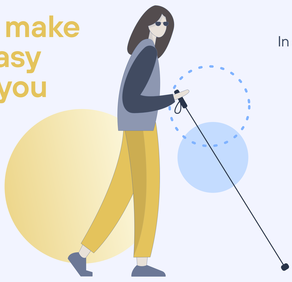
- Personalised attention
- Proactive solutions
- Guaranteed quality
- Continuous improvement

We give you what you expect 2

- Cutting-edge technology
- Network reliability
- Availability of our services
- For everyone
- Respect for the environment



3 We make it easy for you

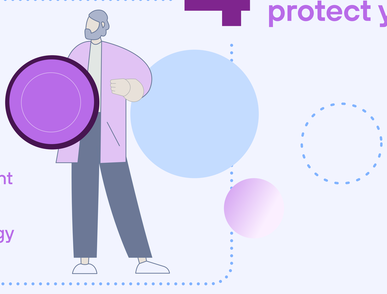


In our:

- Products and services
- Channels
- Processes
- Communications

4 We look after you and protect you

- Your personal data
- Your services and products
- Your environment through the responsible use of technology



In all our interactions with our customers, we will act with respect and gratitude because they chose us. This demonstrates 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 them and protect them, in order to build lasting relationships based on mutual trust.