

Vodafone Traffic Management Key Facts Indicator

Section 1: Traffic management in relation to your broadband product (not including during busy times and places to manage network congestion see Section 2)	
All mobile phone plans	
Use and availability of services, content, application and protocols on this product	
Are any services, content, applications or protocols always blocked on this product?*	Yes
If so what?	<p>We reserve the right to block, prevent or restrict access on our service to information, content applications or services for child protection purposes. This may include (but is not limited to) the following:</p> <ul style="list-style-type: none"> (i) Block content unsuitable for customer under the age of 18 from being accessed over our mobile network – such as erotica, violence, discrimination, drugs or crime content. Customers over the age of 18 can remove or add the content control bar within My Vodafone (www.vodafone.co.uk/myvodafone) or by contacting customer services.; (ii) Block content that is listed in the Internet Watch Foundation's URL List, to protect customers from accidental access to child sexual abuse content; and (iii) Block access to non-compliant services under s23 of the Digital Economy Act 2017 following receipt of a valid notice from the age-verification regulator.
Are any services, content, applications or protocols always slowed down?	No
If so what?	N/a
Are any services, content, applications or protocols always prioritised?	Yes
If so what?	Voice over LTE services will be prioritised in order to maintain call quality.
Are any managed services delivered on this product?	No
If so what? What impact?	N/a
Data caps and downloads	
<p>What are the download/upload limits or data usage caps on this product? Data usage caps vary - see the specific package</p> <p>Vodafone offers a data cap on some tariffs which can be removed at the request of the customer or via content controls on the customer's online account or in the My Vodafone App. Other tariffs are capped once a data usage cap is reached until further data is purchased.</p> <p>Voxi plans are capped once a data usage cap is reached until further data is purchased.</p> <p>Vodafone Passes has a 5Gb Fair Use Policy when roaming in respect to tethering and data usage. Once the limit is exceeded further usage comes from a customer's inclusive bundle.</p>	This varies see the specific package
Is traffic management used to manage compliance with data caps and download limits?	No, however if you place a data cap usage will

		stop, or if you go over your data cap you will have to pay for the extra data used	
Under what circumstances?	N/a		
Level of speed reduction?	N/a		
Duration of speed reduction?	N/a		
Is traffic management used in relation to heavy users?		No, we would only block / throttle in the event of activity harmful to our network	
Under what circumstances?	N/a		
Level of speed reduction?	N/a		
Duration of speed reduction?	N/a		
Mobile data speed limits			
<p>Mobile data speed limits apply to our Vodafone Unlimited Lite and Vodafone Unlimited plans only. The maximum upload and download speeds you could experience on your device with these plans are as follows: Vodafone Unlimited Lite - 2Mbps; and Vodafone Unlimited - 10Mbps. If you have chosen one of these plans, please note you are not guaranteed to experience the maximum speed stated for your particular plan - the actual speed you experience will depend on a number of factors including location, network coverage and network signal.</p> <p>Is traffic management used to manage compliance with mobile data speed limits on Vodafone Unlimited Lite and Vodafone Unlimited plans?</p> <p>Yes. We will traffic manage to ensure that customers on Vodafone Unlimited Lite or Vodafone Unlimited plans do not experience speeds higher than 2Mbps and 10Mbps respectively.</p>			
Section 2: Traffic management to optimise network utilisation (what happens during busy times and places in addition to traffic management as described in section 1)			
Is traffic management used during peak hours?		No	
When are typical peak hours?	Weekdays:	Weekends:	
What type of traffic is managed during these periods?***			
<i>Traffic type</i>	<i>Blocked</i>	<i>Slowed down</i>	<i>Prioritised</i>
Peer to Peer (P2P)			
Newsgroups			
Browsing/email			
VOIP (Voice over IP)			
Gaming			
Audio streaming			
Video streaming			
Music downloads			
Video downloads			

Instant messaging			
Software updates			
Is traffic management used to manage congestion in particular locations?			Yes
If so how?	<p>It is the nature of all mobile networks during congestion and peak hours to prioritise customers' voice calls to maintain audio quality at the expense of data traffic. This also allows any calls to emergency services to be connected without delay.</p> <p>Vodafone may also optimise http video traffic in order to manage customer experience during periods of congestion.</p>		

TRAFFIC MANAGEMENT KEY FACTS INDICATOR FOR CONSUMERS*

* This KFI gives an overview of typical traffic management practices undertaken on this product; it does not cover circumstances where exceptional external events may impact on network congestion levels.

**This excludes any service, content, application or protocol that an ISP is required to block by UK law and child abuse images as informed by the list provided by the Internet Watch Foundation.

***If no entry is shown against a particular traffic type, no traffic management is typically applied to it, though overall network management rules shall apply.