

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	
<i>Use and availability of services, content, application and protocols on this product</i>	
Are any services, content, applications or protocols always blocked on this product? **	
	Yes
If so what?	Adult services (for example gambling or erotica) will be locked as default. Customers over 18 can remove the bars by contacting customer services or via their online accounts or My Vodafone app.
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
<i>Data caps and downloads</i>	
What are the download/upload limits or data usage caps on this product? Data usage caps vary - see the specific package	
Vodafone offers a data cap on current 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.	
Voxi plans are capped once a data usage cap is reached until further data is purchased.	
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.	
	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		
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.