

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)	
Name of broadband product	All EE plans
Use and availability of services, content, application and protocols on this tariff	
Are any services, content, applications or protocols blocked on this product?*	Yes
If so what?	All price plans and add-ons block unsolicited spam email (unauthenticated Simple Mail Transfer Protocol (SMTP) email) whilst in the UK and abroad.
Are there any services, content, or protocols always slowed down?	No
If so what?	Not applicable
Are any services, content, applications or protocols prioritised?	No
If so what?	Not applicable
Are any managed services delivered on this product?	No
If so what? What impact?	Not applicable
How we ensure compliance with data caps, download limits and fair usage policies	
What are the download/upload limits or data usage caps on this tariff?	<p>EE data products</p> <p>All price plans have a data allowance. Once the allowance is used further additional data can be purchased until the next bill cycle, after which the data allowance counter will reset to zero.</p> <p>For upload/download limits users should refer to their price plan</p> <p>EE Small Business Sharer plans</p> <p>Where a data allowance is shared across all the mobile devices on an account, a run-on rate applies once the allowance is used up. At the end of the bill cycle the data allowance will be refreshed and usage will be reset to zero.</p> <p>Where data allowance is at an individual user level, this individual data allowance will be used up before using any shared allowance. If no shared data allowance is available, or has been used up, a run-on rate applies.</p>
Is traffic management used to manage compliance with data caps and download limits?	Yes
Under what circumstances?	Once the data allowance from the package is used services will be stopped until a further data add-on is purchased. Until then Internet access will not be permitted other than access to EE customer services to enable top ups.
Level of speed reduction?	Not applicable
Duration of speed reduction?	Not applicable
Is traffic management used in relation to heavy users?	No
Under what circumstances?	Not applicable

Level of speed reduction?	Not applicable
Duration of speed reduction?	Not applicable

Section 2: Traffic management to optimise network utilisation

Is traffic management used during peak hours?	No
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When are typical peak hours?	Not applicable	Not applicable
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What type of traffic is managed during these periods?

<i>Traffic Type</i>	<i>Blocked</i>	<i>Slowed down</i>	<i>Prioritised</i>
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?	No
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If so how?	Not applicable
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- * 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, application or protocol that an ISP is required to block by law and child abuse images as informed by the list provided by the Internet Watch Foundation. In additional parental filters may be applied in accordance with the UK Mobile Operator Code of Practice, this can be removed
- *** The controls outlined in the table are applied at all times, not just peak hours.

Glossary

Full internet access / internet access service: a service which permits a consumer to access any content, application and service lawfully available on the internet. It is the principle by which ISPs convey all traffic on equal terms.

Providing such a service does not affect an ISP's ability to deploy reasonable and proportionate traffic management practices over their networks.

Traffic management of internet access services: traffic management is the term used to describe a range of technical practices undertaken to manage traffic across networks. The different outcomes achieved by the use of technical practices can include:

- differentiation reflecting the objectively different technical quality of service requirements of specific categories of traffic;
- the prioritisation of certain types of traffic in busy times or busy areas in temporary or in exceptional circumstances to ensure that traffic is of an adequate quality;
- the slowing down of certain traffic types that are not time-critical at busy times or busy places in temporary or in exceptional circumstances;
- ensuring compliance with a consumer's contract, for example slowing down of traffic for the heaviest users

Lawful content, applications and services: this definition excludes any service, content, application or protocol that an ISP is required to block by law or a court order and child abuse images as informed by the list provided by the Internet Watch Foundation.

Discrimination: does not preclude signatories from implementing, in order to optimise overall transmission quality, traffic management measures that differentiate between objectively different categories of traffic. In addition, safeguarding against the negative outcomes of discrimination should not be taken to mean that all traffic will necessarily be equal in practice. Traffic may be advantaged or disadvantaged as a result of a range of factors, for example, network distance between an end-user and the content host.

Blocked/blocking: this definition relates to products where certain services or apps are always unavailable as a consequence of an ISP's policy to block access to or contractually restrict access to a certain set of services on a particular product.

Non internet access services: This term encompasses both managed services and alternative services. The majority of internet traffic is delivered on a "best efforts" basis. A managed service, on the other hand is one whereby an ISP offers "quality of service" that optimises the content for the service in question and may guarantee a certain level of performance, so that the content, service or application can be delivered without risk of degradation from network congestion. Such a quality of service arrangement for products other than internet access services can be made between:

- i. an ISP and a content or service provider; or
- ii. directly between an ISP and the consumer.

Examples of managed services may include certain health care applications, services provided in car telematics, industrial or utility applications, such as smart grid, water management, oil and gas industry automation and critical public services. Alternative services may include Internet of Things applications such as connected appliances.

Slowed down: This outcome is achieved by the deployment of technologies that can decrease the priority of traffic types deemed to be non-time critical on the network e.g. slowing down traffic such as downloads during busy times and busy periods.

Prioritised: This outcome is achieved by the development of technologies that increase the priority given to certain traffic types, e.g. time-critical traffic such as video. This outcome can also be achieved as a consequence of slowing down other selected traffic which reduces the overall data flow on the network.