

Traffic Management Key Facts Indicator*

Section 1: Traffic management in relation to your mobile product (not including during busy times and places to manage network congestion see Section 2)	
Name of mobile product	All EE plans
<i>Use and availability of services, content, application, and protocols on this tariff</i>	
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?	Yes
If so, what?	When abroad in the EE Europe Zone, customers with an EE Essentials or 4GEE plan (or any plan other than a Max plan) will get our standard roaming speed, this is likely to be slower than in the UK and fast enough to use your phone as you normally would, including streaming music and standard definition video (or better)
Are any services, content, applications or protocols prioritised?	No
If so, what?	
Are any managed services delivered on this product?	No
If so, what? What impact?	Not applicable
<i>How we ensure compliance with data caps, download limits and fair usage policies</i>	
What are the download/upload limits or data usage caps?	EE data products All EE price plans have a data allowance. Once the allowance is used further additional data can be purchased or gifted until the next bill cycle, after which the data counter will reset to zero. For upload/download limits users should refer to their price plan All plans have various data allowances (refer to your price plan details within the EE Price Guide). Some of our plans (not applicable for unlimited) have Stay Connected or Reserve Data. If you use your monthly data allowance on a plan that includes Stay Connected or Reserve Data, you will continue to be able to use data for the remainder of that month, but your speed will be restricted to 0.5Mb per second for Stay Connected & 2Mbps on Reserve Data. To use full speed data, you will need to receive a data gift from someone else or purchase additional data to take you back up to full speed for the duration of the pass, or until the end of your billing cycle when your monthly full speed data allowance renews - whichever comes first. On plans that have an Unlimited data allowance we have a Fair Usage Policy (FUP) - 1TB for EE Mobile WiFi plans & 600GB for EE PAYM SIMO and Handset plans. Any customers breaching the FUP will have their QCI moved from an 8 to 9, meaning their service is deprioritised on congested cells.

Is traffic management used to manage compliance with data caps and download limits?	Yes
Under what circumstances?	Once plan data allowance has been used Internet access will be restricted until additional data is purchased or gifted. Access to ee.co.uk will not be restricted. All plans have various data allowances (refer to your price plan details within the EE Price Guide). Some of our plans (not applicable for unlimited) have Stay Connected or Reserve Data. If you use your monthly data allowance on a plan that includes Stay Connected or Reserve Data, you will continue to be able to use data for the remainder of that month, but your speed will be restricted to 0.5Mb per second for Stay Connected & 2Mbps on Reserve Data. To use full speed data, you will need to receive a data gift from someone else or purchase additional data to take you back up to full speed for the duration of the pass, or until the end of your billing cycle when your monthly full speed data allowance renews - whichever comes first. On plans that have an Unlimited data allowance we have a Fair Usage Policy (FUP) - 1TB for EE Mobile WiFi plans & 600GB for EE PAYM SIMO and Handset plans. Any customers breaching the FUP will have their QCI moved from an 8 to 9, meaning their service is deprioritised on congested cells.
Level of speed reduction?	QCI moved from 8 to 9 where the FUP is breached. On Stay Connected – reserve data the speed will be restricted to 0.5Mbps.
Duration of speed reduction?	Only while cell is congested and Fair Usage policy (FUP) for the month exceeded or until the customer buys a speed boost data pass or until the end of their billing cycle
Is traffic management used in relation to heavy users?	Yes
Under what circumstances?	Only while cell is congested and Fair Usage Policy (FUP) for the month exceeded
Level of speed reduction?	QCI changed from 8 to 9
Duration of speed reduction?	Only while cell is congested and Fair Usage Policy (FUP) for the month exceeded

Section 2: Traffic management to optimise network utilisation			
Is traffic management used during peak hours?	No		
When are typical peak hours?	Not applicable		
What type of traffic is managed during these periods?			
Traffic Type	<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?	Yes
If so, how?	Customer QCI (QoS (Quality of Service) Class Identifier) is moved from 8 to 9 which deprioritises their traffic on a congested cell if they have already exceeded the Fair Usage Policy (FUP)

*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 Online Safety Act and 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.

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.