

Privacy Notice for Vodafone's Who's Home Service

Last updated: 30th July 2025

Vodafone provides this privacy supplement to give you some general information around the personal data processing conducted for the Vodafone's Who's Home Service.

Vodafone's Who's Home is a service available to eligible customers using a compatible Vodafone router (the 'Hub') and the Vodafone Home Broadband App. Users of this service will be notified (in the App) when registered household members connect or disconnect (their primary mobile device) to home Wi-Fi. A connect to Wi-Fi is interpreted as the associated household member arriving home, and a disconnect to Wi-Fi is interpreted as associated household member leaving home.

This Supplement defines how your information is used by Vodafone's Who's Home. Where this supplement is silent on certain privacy matters, please refer to the main privacy policy.

Personal Information we collect

For further detail on the information we collect about you, please refer to our main Privacy Policy.

Just like the data collected to provide Vodafone Home Broadband, this service will process data about your devices, such as MAC address and OS version. We will process names and phone numbers provided by the account holder, when they enter this information to register household members and get notifications about household members leaving or arriving home, based on their primary mobile device disconnecting from or connecting to the Wi-Fi, respectively.

To help us determine how well the service is working, identifiers such as the number of devices set up for the Service, when the service was activated or deactivated is also collected.

How we use the Personal Information collected

Vodafone will use your device information, name and number (as provided by the account holder and when you opt into the service):

- To provide the Vodafone's Who's Home service.
- To let the account holder know that any registered household members have entered or left the home, determined solely by their mobile phones disconnecting and connecting to home Wi-Fi
- Conduct analytics to determine the success of the product

What information do we not collect?

Vodafone's Who's Home will not track your device's movement around the house, for example we do not collect GPS data.

We don't collect personal data other than the type of device, unless the account holder provides it (for example provides your name and phone number) and you have not opted out

How do we protect your Personal Information

Vodafone takes technical and organisational security measures as required by law and by industry standards to protect your personal data from unauthorised access, use or disclosure.

We take steps to ensure that we only use your personal information as described in our Privacy Policy and this privacy notice and to honour the permission choices that you have made.

We only partner with service providers who contract to provide the same level of information security that you can expect from Vodafone.

What choice do you have

You may choose to opt out of being included as a household member, i.e. your name and phone number used by the account holder, so that they will be alerted when you enter or leave the home. This can be done by responding to the text message (SMS) sent by the service in the format mentioned.

How we share your Personal Information

Where applicable, we share information about you with:

Our corporate affiliates – such as our VOIS team from which we receive services, such as IT, security, storage, delivery of campaigns, and other internal operations.

Vodafone Group - to assess the success of the product.

International data transfers

If Vodafone sends your information to a country that is not in the EEA, we will make sure that your information is properly protected. We will always ensure that there is a proper legal agreement that covers the data transfer. In addition, if the country is not considered to have laws that are equivalent to EU data protection standards, then we will ask the third party to enter into a legal agreement that reflects those standards.

How long we keep Personal Information for

By way of an example here are some of the data and usage statistics we will collect and how long we will retain it for.

	What data is involved?	How long is it retained for?
Service Configuration Information	Devices setup	As long as the service is active
Identifiers	Devices configured, service activation and deactivation dates	As long as the service is active
App Usage Data	App Usage	90 days
Urban Airship Data	App notifications, usage analytics and campaigns	As long as the service is active

Vodafone may retain aggregated and statistical reports that have been generated using the listed information for a longer period, but as these reports do not identify you as a user, they will not be used in a way that impacts your privacy.

Who provides the service

Vodafone's Who's Home service is provided solely by Vodafone Group Plc. Registered Office: Vodafone House, The Connection, Newbury, Berkshire RG14 2FN. Registered in England No 1833679.

Contact Details

If you have any queries in any aspect of this privacy supplement, please contact data.protection@vodafone.com.