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?	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: (i) Blocking by default 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 of18 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		
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 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. 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?	Yes, for specific packages
Under what circumstances?	For customers with unlimited data, a traffic management flag will be applied where their data usage (or one or more of their user's data usage) exceeds 200GB for two consecutive billing months. Where this occurs, the traffic management flag will be applied on day 1 of the new billing month. The traffic management flag will remain as long as the customer's data usage (or one or more of their user's data usage) continues to exceed 200GB during each subsequent billing month. Where a customer has a traffic management flag on their account, traffic management will occur only when that customer (or one or more of their users) is connected to cells that are suffering from high network load or congestion, to ensure fair network resource distribution across all users.
Level of speed reduction?	During congestion events affecting these cells, heavy users' connectivity demands will be rationed to ensure fair access for all users. Specifically, such users will have their QCI moved to a lower value, e.g from an 8 to 9,** meaning their service is slightly deprioritised on congested cells. This is predicted to have a negligible impact on the speeds these users' experience.
Duration of speed reduction?	Once the congestion period ends, the user's network priority will return to normal, restoring regular speeds and performance. Once a customer has had traffic management flag applied, it will remain on their account until their usage in a billing month drops below 200GB. Where this occurs, traffic management will be removed on day 1 of the next billing month.

Mobile data speed limits

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.

Is traffic management used to manage compliance with mobile data speed limits on Vodafone Unlimited Lite and Vodafone Unlimited plans?

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.

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?***

Traffic type	Blocked	Slowed down	Prioritised

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?	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. During busy periods on our network we may need to manage traffic to ensure everyone has access to our services.		

TRAFFIC MANAGEMENT KEY FACTS INDICATOR FOR CUSTOMERS

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.
** QCI values, also known as Quality of service identifiers, shows how traffic is handled on networks. Those values specify a priority level for traffic during times of high congestion.
***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.