

## Traffic Management Key Facts Indicator\*

<b>Section 1: Traffic management in relation to your mobile product</b> (not including during busy times and places to manage network congestion see Section 2)	
Name of mobile product	All EE Small business mobile plans
<b>Use and availability of services, content, application and protocols on this tariff</b>	
Are any services, content, applications or protocols blocked on this product?*	No
If so what?	Not applicable
Are there any services, content, or protocols always slowed down?	No
If so what?	Not applicable
Are any services, content, applications or protocols prioritised?	Yes
If so what?	Our Voice Calling service and emergency service calls take priority over mobile data
Are any managed services delivered on this product?	No
If so what? What impact?	Not applicable
<b>How we ensure compliance with data caps, download limits and fair usage policies</b>	
What are the download/upload limits or data usage caps on this tariff?	<p>Small business data plans have various data allowances (refer to your price plan details within the Small Business Price Guide) and out of bundle data charges may once the allowance is used up, or depending on your plan you may have the option of purchasing more data until your next bill cycle. At the end of the bill cycle the data allowance will be refreshed and usage will be reset to zero.</p> <p>As part of our overall strategy on Unlimited we are updating the Fair Usage Policy (FUP) from 1TB to 600GB. Any customers breaching the FUP will have their QCI changed moved from an 8 to 9, meaning their service is deprioritised on congested cells.</p> <p>Where a user has access to a data allowance at an individual user level and a shared data allowance at account level, the 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?	<p>On certain Small Business plans, 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.</p> <p>On Unlimited plans we are updating the Fair Usage Policy (FUP) from 1TB to 600GB. Any customers breaching the FUP will have their QCI changed moved from an 8 to 9, meaning their service is deprioritised on congested cells.</p>
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
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
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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?	Yes
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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)
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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.