

### The One Broadband Acceptable Use Policy

#### 1. Introduction

The One Broadband (DSV Communications Ltd) ("we," "us," "our") is committed to protecting and respecting your privacy. We are a limited company registered in England under number 15152333 at Lower Westbrook, Westbrook Hill, Elstead, SURREY, GU8 6LH, UK.

This Privacy Policy explains how we collect, use, and protect your personal data when you use our full fibre broadband services. It also describes your rights and how you can exercise them.

Unless we notify you otherwise, we are the controller of the personal data we process about you. This means that we decide what personal data to collect and how to process it.

You have the right to object to our processing. To raise an objection, please contact us using the information below.

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with products or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

#### 2. Information we collect

2.1. **Collecting Data:** When we collect and process your personal data, we rely on the following legal bases to protect your privacy rights:

- **Contract:** the processing of data is necessary for us to perform our contract with you, such as your name and address
- **Legal Obligation:** the processing is necessary for us to comply with the law
- **Legitimate Interest:** where the processing of data is necessary in order for us to pursue our legitimate interests or the legitimate interests of one of our third parties. Where we process data on this basis, we always ensure our processing is balanced and proportionate.
- **Consent:** in some instances, we ask for your consent to our data processing. You can always revoke your consent.

2.2. **Personal Data:** Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed and aggregated with other data (which is known as anonymous data). We may collect and process the following categories of personal data about you:

- **Contact Information:** Name, address, email address, phone number.
- **Account Information:** Username, password, and other credentials used to access our services.
- **Vulnerable status information:** You may wish to tell us about yourself, and we would encourage you to do so, if you consider that you are a vulnerable customer, or require any extra help or support, or have any specific accessibility or customer service needs. We may collect and record data regarding vulnerability.
- **Billing Information:** Payment details, billing address, and transaction history.
- **Usage Information:** Data about your use of our broadband services, including IP addresses, device information, usage data, and traffic data
- **Communications:** Records of your correspondence with us, including emails, phone calls, and chat logs.

- **Website and digital data:** Data about your use of our website. See also see our Cookie Policy [www.theonebroadband.co.uk/legal](http://www.theonebroadband.co.uk/legal).

2.3. **Non-Personal Data:** We may also collect non-personal data, which cannot be used to identify you, such as aggregated usage statistics and technical information about users devices and internet connections.

### 3. How we use you information

3.1. **Provision of Services:** We use your personal data to:

- Set up and manage your account.
- Provide and maintain our broadband services.
- Process your payments and manage billing.
- Communicate with you regarding your account and our services.

We process this data on the basis that it is necessary to perform our contract with you.

3.2. **Improvement and Personalization:** We use your personal data to:

- Improve and optimize our services.
- Personalize your experience by tailoring content and recommendations.
- Maintaining our services and network and ensuring compliance with our acceptable use policies.

We process this data on the basis that it is necessary for us to pursue our legitimate interests or to comply with our legal obligations.

3.3. **Marketing:** With your consent, we may use your personal data to:

- Send you promotional materials and offers.
- Conduct surveys and market research.

We process this data on the basis that it is necessary for us to pursue our legitimate interests. In some cases, we process this data on the basis that you have consented.

3.4. **Compliance and Security:** We use your personal data to:

- Detect, prevent, and address fraud, crime, security breaches, and other prohibited activities.
- Assist law enforcement and security services

We process this data on the basis that it is necessary for us to comply with our legal obligations.

### 4. Sharing Your Information

4.1. **Service Providers:** We may share your personal data with third-party service providers who assist us in providing our services, such as payment processors, our wholesale network infrastructure providers, marketing agencies, our hardware providers and hardware distribution partners.

4.2. **Legal Requirements:** We may disclose your personal data if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).

4.3. **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal data may be transferred to the acquiring entity.

### 5. Your Rights

You have the following rights regarding your personal data. Please note that these rights are subject to certain qualifications and exemptions, or limited to particular circumstances, as provided under applicable law:

- 5.1. **Access:** You have the right to request access to the personal data we hold about you.
- 5.2. **Rectification:** You have the right to request that we correct any inaccuracies in your personal data.
- 5.3. **Erasure:** You have the right to request that we delete your personal data under certain conditions.
- 5.4. **Restriction:** You have the right to request that we restrict the processing of your personal data under certain conditions.
- 5.5. **Portability:** You have the right to receive your personal data in a structured, commonly used, and machine-readable format and to transmit those data to another controller.
- 5.6. **Objection:** You have the right to object to the processing of your personal data under certain conditions.
- 5.7. **Withdraw Consent:** Where we have obtained your consent to process your personal data, you have the right to withdraw your consent at any time.

## 6. Data Security

We implement appropriate technical and organizational measures to protect your personal data against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access.

## 7. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected or to comply with legal, regulatory, or internal policy requirements.

## 8. International Transfers

Your personal data may be transferred to, and processed in, countries outside the European Economic Area (EEA). If this is required, we ensure that such transfers are conducted in accordance with applicable data protection laws and appropriate safeguards are in place.

## 9. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website and services. You can manage your cookie preferences through your browser settings. Please see our cookie policy at [www.theonebroadband.co.uk/legal](http://www.theonebroadband.co.uk/legal).

## 10. Changes to this privacy policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

## 11. Contact Information

If you have any questions or concerns about this Policy, please contact us at:

- Email: [support@theonebroadband.co.uk](mailto:support@theonebroadband.co.uk)
- Post: The One Broadband, Lower Westbrook, Westbrook Hill, Elstead, Surrey GU8 6LH

### 12. Effective Date

Issued on: 16th August 2024

---

By using our services, you acknowledge that you have read and understood this Privacy Policy and agree to our collection, use, and disclosure of your personal data as described herein.

This Privacy Policy is compliant with the UK General Data Protection Regulation (UK GDPR) and other applicable data protection laws.