



LIFE IS FOR SHARING.

DEUTSCHE TELEKOM'S PRINCIPLES ON BIG DATA

- 1. Deutsche Telekom is aware of its social responsibility and will adopt the sensitive approach required in the development of big data solutions.**
- 2. Deutsche Telekom is transparent with regard to its plans for big data and big data solutions, and seeks exchange with supervisory authorities, politics, state and non-state institutions as well as customers and citizens.**
- 3. Deutsche Telekom generally anonymizes all data it uses in big data solutions, making it impossible to draw any conclusions about individual persons. Anonymization takes place at source or as near to the source as possible.**
- 4. Deutsche Telekom is committed to a culture of consent and will only integrate personal information in its big data solutions if this is necessary and if expressly authorized to do so by its owners.**
- 5. Deutsche Telekom will only match anonymized data from various sources in such way that it can never be traced back directly to individual persons.**
- 6. Deutsche Telekom will only evaluate information about groups of people if it can be sure that this step will not lead to results exposing a group to the risk of discrimination.**
- 7. Deutsche Telekom does not disclose customer data to third parties, only the results of its own internal analysis.**
- 8. Deutsche Telekom will provide transparent information on any changes that may be made to these principles.**