The information in this table is provided for comparison purposes only and does not form part of your agreement with EE. Please check http://ee.co.uk for details of your plan.

Traffic Management Key Facts Indicator*

Section 1: Traffic management in relation to your broadband tariff (not including during busy times and places to manage network congestion see Section 2)	
Name of broadband tariff	All EE Consumer & Small Business 4GEE Phone plan and add-ons (Pay Monthly) EE Small Business 4GEE Sharer plans, and add-ons
Use and availability of services, content, application and protocols on this tariff	
Are any services, content, applications or protocols blocked on this tariff?**	Yes
If so what?	All price plans and add-ons block unsolicited spam email (unauthenticated Simple Mail Transfer Protocol (SMTP) email) whilst in the UK and abroad. The EE film service is blocked whilst abroad, as required under our film distribution arrangements.
Are there any services, content, or protocols always slowed down?	No
If so what?	Not applicable
Are any services, content, applications or protocols prioritised?	No
If so what?	Not applicable
Are any managed services delivered on this tariff?	No
If so what? What impact?	Not applicable
How we ensure compliance with data caps, download limits and fair usage policies	
What are the download/upload limits or data usage caps on this tariff?	**EE Consumer & Small Business Mobile phone plans and add-ons** All price plans have an allowance of data. Once that allowance has been used up, you will be offered to purchase additional data so that you can continue to use the internet or do anything else that requires data until your next bill cycle. Once your bill cycle has been run, the data allowance that comes with your plan will be refreshed. Your data allowance will start again and your usage will be reset to zero. **EE Small Business Sharer plans** You can choose to have a plan where the data is shared across all the mobile devices on an account. The data will come as an allowance and once the allowance has been used up, you will be charged a run on rate. Once the bill cycle has been run, the data allowance will be refreshed and your usage will be reset to zero. If you choose a plan that includes a data allowance at an individual user level, this individual data allowance will be used first before using any

	shared data allowance. If no shared data allowance is available or has been used up, you will be charged a run on rate for your data usage.
Is traffic management used to manage compliance with data caps and download limits?	Yes
Under what circumstances?	**EE Consumer & Small Business Mobile phone plans and add-ons** Once you have used the data allowance from your package, your data services will be stopped. You will need to buy an additional data add-on to continue to browse the internet, download apps, watch videos online or do anything else that requires data usage. **EE Small Business Sharer plans** Once you have used your individual or shared allowance, you can continue to browse the internet, download apps or watch videos online. **All price plans and add-ons** Peer to Peer traffic is throttled from 8am to 2am every day. More details are given below.
Level of speed reduction?	Only Peer to Peer traffic has a speed reduction
Duration of speed reduction?	Peer to Peer traffic is throttled at all times but at different speeds depending on the time of day
Is traffic management used in relation to heavy users?	No
Under what circumstances?	Not applicable
Level of speed reduction?	Not applicable
Duration of speed reduction?	Not applicable

Section 2: Traffic management to optimise network utilisation			
Is traffic management used during peak hours?			Yes***
When are typical peak hours?	Weekdays: 8:00 until 02:00	Weekends: 8:00 until 02:00	
What type of traffic is managed during these periods?*			
Traffic Type	*Blocked*	*Slowed down*	*Prioritised*
P2P		During peak hours, the traffic is slowed down to 50kbps and during off peak is capped at 1800kbps.	
Newsgroups			
Browsing/email			
VOIP (Voice over IP)			

Gaming			
Audio streaming			
Video streaming			
Music downloads			
Web Pages			
Video downloads			
Voice			
Instant messaging			
Software updates			

Is traffic management used to manage congestion in particular locations?	No
If so how?	Not applicable

* 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.

*** The controls outlined in the table are applied at all times, not just peak hours.

**** 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.

**** In addition to the above practices, EE also modifies some traffic to optimise the end-user experience. The rationale for doing so is to make best use of network capacity to support real-time applications and make efficient use of data allowances.

Notes

Video streaming: We continually modify web-based embedded video streaming services in the following ways. You can choose to opt-out of these modifications at any time. We allow the video to build-up a buffer only up to a fixed proportional ratio of what is being viewed. This is based on the fact that the majority of videos are stopped by the customers without watching the whole clip, and therefore saves unnecessary data download by you. In cases of network congestion, we may dynamically modify the playback bit rate so that the clip remains watchable. We are not currently compressing video streaming services to ensure that you receive a superior streaming experience when on 4G. We may compress video streaming whilst in 3G or 2G areas to try to prevent buffering and give a seamless experience.

We may compress the image slightly. We may reduce the frame rate on certain videos.

Web Pages: We modify i.e. compress web page images so that the web page loads faster, helping save the customer's data consumption. Settings for this service can be changed on request.

These settings may be different based on the data bearer you are on at the time when you are using your phone e.g. we may not compress an image whilst you are on 4G but would on 3G or 2G.

Glossary

Note: This is a glossary of terms used within this document only. If they're not ticked as applicable in the above policy, then they aren't relevant to your plan.

Traffic management:

Traffic management is the term used to describe a range of technical practices undertaken to manage traffic across networks.

The different outcomes achieved by the use of technical practices can include:

- the prioritisation of certain types of traffic in busy times or busy areas to ensure that it is of an adequate quality
- the slowing down of certain traffic types that are not time-critical at busy times or busy places
- ensuring compliance with a consumer's contract, for example slowing down of traffic for the heaviest users
- supporting the delivery of managed services, for example to provide a specific quality of service for a specific piece of content

Best Efforts: This phrase relates to the delivery of internet traffic where traffic management is applied without distinctions based on the source/destination of that traffic and we do not guarantee to offer any particular level of service.

Managed services: The majority of internet traffic is delivered on a "best efforts" basis. A managed service, on the other hand, is one whereby an ISP offers a specific "quality of service" – or level of performance - for a certain type of content, service or application. Such a quality of service arrangement can be made between an ISP and a content or service provider or directly between an ISP and the consumer.

Slowed down: This outcome is achieved by the deployment of technologies that can decrease the priority of traffic types deemed to be non-time critical on the network e.g. slowing down traffic such as downloads during busy times and busy periods.

Prioritised: This outcome is achieved by the deployment of technologies that increase the priority given to certain traffic types, e.g. time-critical traffic such as video.

Heavy users: Heavy users can cause peak traffic volumes to exceed the engineered maximum load. In practice this usually refers to a very small proportion of users of a network whose use is excessive to the extent that it impacts on other users.