



# BT Group plc privacy policy

Previous version - applicable until 18 May 2018  
No longer applicable

Contents	Page
<b>Welcome</b>	<b>3</b>
<b>Marketing</b>	<b>4</b>
<b>Credit checks, fraud prevention and debt recovery</b>	<b>5</b>
<b>Monitoring and recording communications</b>	<b>7</b>
<b>Your personal information</b>	<b>8</b>
<b>What personal information we collect</b>	<b>9</b>
<b>Sharing your personal information</b>	<b>10</b>
<b>How long we keep your personal information</b>	<b>11</b>
<b>Online privacy</b>	<b>12</b>
<b>Visiting our websites</b>	<b>13</b>
<b>Cookies</b>	<b>14</b>
What is a cookie?	14
How do we use them?	14
Third party sites	15
<b>Contact us (queries and accessing your information)</b>	<b>16</b>
<b>Our Privacy Principles and Binding Corporate Rules (BCRs)</b>	<b>17</b>
<b>Business and Public Sector</b>	<b>18</b>
<b>Shareholders</b>	<b>19</b>

## Welcome

At BT, we take privacy very seriously. Protecting your information and respecting your privacy is fundamental to the way we do things. If you want to know more about how we collect and use your personal information in different situations, have a look at the dedicated sections of the Privacy Centre. When doing so, please read the policies in the Privacy Centre along with the terms and conditions of any particular service you're using. We may change the policies in our Privacy Centre from time to time. We'll publish any new policies on our Privacy Centre, any other relevant websites and our terms and conditions (if applicable).

By using any of our services or visiting our websites you agree to us using your personal information as set out here.

Third party sites, applications and social media, including products and services that you can link to from our websites aren't covered by the policies in our Privacy Centre, so we urge you to be careful when you enter any personal information online or use applications and social media features. You should review the privacy policy of such sites before providing your personal information. As we don't control those third party sites and their practices, we don't accept any responsibility or liability for these sites.

## Marketing

Unless you tell us not to, we will tell you about BT products and services we think you might be interested in. We might do this through the post, emails, text message, online, using push notifications via apps, or on the phone.

We won't send you marketing messages, if you tell us not to but we will still need to send you service-related messages. You can opt out of getting marketing messages anytime. You can tell us in lots of ways:

- When we call you as part of a telemarketing campaign, you can tell us if you don't want to receive any more marketing calls.
- When we email you, you can use the link in it to opt out of marketing emails.
- When we text you, you can text back to tell us to stop further SMS marketing.
- Change the cookie settings we hold for you on BT.com so you don't receive targeted advertising online.

If you want to opt out of postal marketing, or marketing messages all together, you can call us on 0800 800 150 (home customers) or on 0800 400 400 (business customers) or you can contact your Account Manager.

## Credit checks, fraud prevention and debt recovery

When you order or buy something from us, we might have to do a credit check. That means looking into any records we hold about you and your records with credit reference agencies (CRAs) (like Experian or Equifax), the Interactive Media in Retail Group (IMRG) security alert, or fraud prevention agencies (FPAs). When they get a search from us, a 'footprint' goes on your file which other organisations might see.

We may keep personal information we find out about you — but we have a strict policy for how we look after it and keep it safe. We also keep the results of the searches we do with credit agencies so we don't have to do another search, if you buy something new from us in the future. But we only keep your credit data for a reasonable amount of time.

We may also do checks to confirm your identity when you order new products or services from us. That's to help protect you from identity theft and other types of fraud, and to prevent and detect crime or money laundering. Once in a while we might run more checks with CRAs and FPAs to keep your information and your account up to date.

If false or inaccurate information is provided and identified as fraud, the details will be passed to FPAs like Cifas. This information may also be shared with law enforcement agencies.

We may also share the information with other organisations. This information may be used to prevent fraud and money laundering, for example, when:

- Checking applications for credit and credit related and other facilities.
- Managing credit and credit related accounts or facilities.
- Recovering debt.
- Checking insurance proposals and claims
- Checking job applications and employees

If you tell us you've got a spouse or financial associate, we'll link your records together — so you must make sure you have their agreement to disclose information about them. CRAs also link your records together and these links will stay on your and their files — unless you or your partner successfully files for a disassociation with the CRAs to break that link.

We send CRAs information on applications, and they hold onto that. We may also give them details of your accounts and bills, including how you manage them. That includes telling them about your account balances, what you pay us and when you miss a payment (going back in the past, too). If you don't pay your bills on time, CRAs will record that. They, or a fraud prevention agency, might tell others doing similar checks — including organisations trying to trace you or recover money you owe them.

If you're in the UK, there are a few different CRAs, and each one might have different information on you. If you want to find out what information they have on you, they'll charge you a small statutory fee.

- Callcredit, Consumer Services Team, PO Box 491, Leeds, LS3 1WZ or 0870 0601414 or [callcredit.co.uk](http://callcredit.co.uk)
- Equifax, Credit File Advice Centre, PO Box 1140, Bradford, BD1 5US or 0844 3350550 or [equifax.co.uk](http://equifax.co.uk)
- Experian, Consumer Help Service, PO Box 8000, Nottingham NG80 7WF or 0844 4818000 or [experian.co.uk](http://experian.co.uk)

If we are chasing unpaid bills and you continue to not pay, we may sell the unpaid debt to debt recovery agencies, such as the [Lowell Group](#). To enable the agency to recover the debt, we will provide them with information about you (such as your name, address and contact information) and your account (such as the amount of the debt).

If you want to receive details of the relevant FPAs, please write to us at:

British Telecommunications plc

pp 5TH FLOOR

Londonderry Telephone Exchange

2 Queens Quay

Londonderry

BT48 7AY

## **Monitoring and recording communications**

We may monitor and record our communications with you, including emails and phone conversations, in line with local laws. Information we collect may then be used for training, quality checks, to record details about the products and services you order or ask about, and in order to meet our legal and regulatory obligations and protect our interests.

## Your personal information

Here you'll find lots of detail on what information we collect about you and how we collect and use it.

We collect and/or generate information about you when you visit our websites, contact us, buy or use our products and services, apply for a job with us, attend events that we organise or sponsor, or from other organisations like credit agencies or other Telcos handling your calls. We may share this information between us so we can provide the services you order and manage your account for example. If you want to know more about how we collect and use your personal information in different situations, have a look at the other sections of our Privacy Centre.

## What personal information we collect

When we refer to "personal information", we mean information that identifies you as an individual, or is capable of doing so. We may hold and use information about you whether you're a consumer, a business customer, an individual acting on behalf of a business customer or receiving products or services as a result of the relationship with our business customer, a shareholder, a job seeker or when you interact with us in other ways, for example when you visit our website.

The type of personal information we collect and/or generate may vary depending on the products and services you use and your relationship with us. It may include (but it isn't limited to):

- your name, personal and/or business contact details (including postal address, phone number(s), email address), date of birth, credentials like passwords and any other information required to validate your identity;
- payment information such as bank account, direct debit, debit or credit card details;
- credit rating information;
- demographic information such as your gender;
- information about your spouse and/or financial associates;
- information about our products and services you use, have used or asked about, including billing and payment history and other account information;
- Information about how you use our products and services, such as:
  - devices you use to connect to our service (like your hardware, operating system version, unique device identifier (also known as IMEs), IP addresses, traffic and location data, websites visited and high level user behaviour;
  - your activity on our websites when you log in as a user;
  - phone records including the numbers you call and send messages to (and the phone numbers that you receive calls and messages from), the date, time and the length and cost of your communication, including your phone location at the time these communications are made, and call recordings and other phone and data usage;
  - roaming information (such as the country you are in and the network used including dates and times); and
  - your network experience (including your location information);
- your communications with us;
- images including photographs, videos and CCTV images, if you visit one of our buildings;
- information you give us when entering prize draws or competitions, or participate in surveys or consumer panels;
- information you give us when you sign up for or participate at conferences, seminars or BT sponsored events.

## Sharing your personal information

We may share your personal information between the companies within our Group and use it for the purposes set out in the privacy statements in this Privacy Centre.

We may also need to share personal information with other parties in order to provide you with the product or service that you've requested.

We sometimes use other companies outside of our Group (e.g. service providers, suppliers) to provide a part of the services we deliver to you or to provide services to us. To do that they may need to process your personal information. When they do, these companies have to follow our instructions and respect the data protection laws and regulations.

We may transfer your personal information to other countries and store it there, where our people (or suppliers) may process it. When this happens, we'll make sure we follow the requirements of the law and that your personal information is always protected by the same security standards we follow.

We may need to share information about you with law enforcement agencies. We do that so they can detect and stop crime, prosecute offenders and protect national security. In all cases, we only share your personal information in line with applicable law. We and other organisations may also access and use the information recorded by the fraud prevention agencies in various countries.

We also provide information when the law says we have to, such as in response to a court order.

If there's a change (or prospective change) in who owns BT or any of our assets, we may disclose personal information to the new (or prospective) owner. If we do, they'll have to keep it confidential.

## How long we keep your personal information

It varies according to the information we collect and what it's used for. In some cases, there are legal requirements to keep data for a minimum period. We'll only have it for as long as is necessary for the purposes for which the data was collected or for which it is to be further processed (unless there's a legal reason for us to keep it longer).

## **Online privacy**

We may collect information about you when you visit our websites. In this section you will find more details about how we use personal data we collect during your visit and our Cookies Policy. This is our general policy. Any differences to this policy will be captured within the applicable BT website.

## Visiting our websites

You don't have to register to access most of our websites, but if you do and once you have registered, we may keep a record of your use of any of the services made available via that particular website.

If you choose not to register with us and only *browse* our websites, we may gather information on how you use our website to help us continue to improve the way it works and make your visit to our website more satisfying. For example, we count how many people visit our websites, where they come from, when they visit, how long they stay and what pages they look at. We sometimes use data like this in bulk and anonymously to give us insights into new products and services our customers might like and how our advertising performs. We also look at the browser, operating system (OS) and devices you use to make sure you get a good online experience however you access our websites. However, this information will not identify you personally.

If you do not wish to register, you will still be able to use and order some of the services offered via our websites. We will only ask you to provide such information as necessary to enable us to carry out the transaction in question. We will not use that information for any other purpose. You should note that some services are only available if you register on the website first.

We may use cookies to collect information about your usage including some anonymised account information which you have already given us, such as your age range. On some of our BT websites we may use cookies to show you relevant adverts based upon this information, this is called Interest-Based Advertising and you can find out more on our [Advertising Information and Help page](#).

When you visit our websites, depending on how you have set your cookies preferences we may also allow interest based advertisers to collect anonymous information about your browsing behaviour in real time and combine it with information about your browsing behaviour on other sites you may visit to show you adverts which are relevant to your interests. You can find out more about our Interest-Based Advertising partners, or opt-out entirely, by visiting [audiencescience.com/privacy.asp](http://audiencescience.com/privacy.asp).

If you have registered for any of the services available through our websites you may choose to cancel that registration at any time. If the website allows it, you can cancel your registration in one of two ways, otherwise you will need to get in touch with our customer service teams:

- return to the original registration page and following the instructions for cancelling the registration; or
- send an e-mail to us by completing the feedback form

Please ensure you inform us of the service which you wish to cancel.

If our website enables you to have direct control over the information in your personal profile once you register, you can access and change this information at any time by using the appropriate options indicated on the particular website.

# Cookies

## What is a cookie?

It's a text file with a small bit of information in it, which a server downloads onto your computer, tablet or phone when you visit a website. Then you can be recognised when you come back, or when you visit another site which recognises that cookie.

Different types of cookies do different things. Some let you navigate between different pages on a website. Some remember your website preferences. Some give you adverts tailored to your interests. And some measure how many sites or which ones you visit. Session-based cookies sit on your device while you're on a website then expire once you shut your web browser. Persistent cookies stay on your device for longer, then automatically expire.

## How do we use them?

The law says we have to give you details about the cookies we use and why we use them. We also have to have your consent to use them. So we've developed a system of classifying the different types of cookies we use on our websites, or that third parties might download to your device via our websites. Our cookie classification system explains how we use the cookies, and also determines how we ask for your consent to use them. We also explain what functionality you lose, if you decide you don't want to have them on your device.

You can select which types of cookies you want to have on your device at any one time. At the footer of every page there is a link to change your cookie settings at any time. Each category is accompanied by a description of what type of actions it performs.

When you visit our websites for the first time you'll see a notice telling you we use cookies, why we use them, and how you can change which cookies you accept. If you enter a website having seen this notice, without making changes to our standard cookie settings, we take that to mean you're happy with the settings as they are. If you change the settings, it means you consent to use the ones you haven't switched off.

Some cookies are 'strictly necessary' for us to give you the online service you've asked for (e.g. when you sign up and log in to areas such as *My BT*, if you are a residential customer, or *My Account*, if you are a business customer). We don't ask for your permission to use them as we wouldn't be able to provide the service of your choice without them.

We also use 'performance' cookies to measure how our websites behave so we can improve our pages and measure how that works for visitors. These cookies don't collect any information that could identify you — all the information is anonymous and doesn't affect your privacy in any way.

You can't disable 'strictly necessary' or 'performance' cookies and by using our website and online services, you're automatically agreeing to have those on your device.

We also give a list of the individual cookies we use in each category in the '[more about cookies on BT.com](#)' and '[more about cookies on BT Global Services websites](#)' sections.

That's so if you check your internet settings, you know what they are, if you've agreed we can use them. You can always take cookies off your device using your browser settings. But if you do, some things won't work as well. For example, lots of pop up boxes might run the same ads, or you might not be able to get to a page you earlier personalised.

Your browser options let you choose whether to accept, not accept or be warned before accepting cookies. (They're in the advanced preferences section.) Our cookie categorisation is also used in a 'cookie code' developed by the International Chamber of Commerce to help website operators stick to the rules.

### [Third party sites](#)

Third party sites that you can link to from our websites aren't covered by our privacy policy, so we urge you to be careful when you enter any personal information online. We don't accept any responsibility or liability for these sites.

Other companies which advertise or offer their products or services on our website may also allocate cookies to your PC. The types of cookies they use and how they use the information generated by them will be governed by their own privacy policies and not ours.

## Contact us (queries and accessing your information)

### General information

If you would like to know more about our BCRs, or the way we handle personal information, get in touch with us. You can write to us:

The Chief Privacy Office  
Box 26, BT Centre  
81 Newgate Street  
London  
EC1A 7AJ

### Your own personal information

We want to make sure that any personal information we hold about you is up to date. So, if you think your personal information is wrong, you can ask us to update it.

You can also ask to see or have further details about the information we hold about you.

You can always contact the Chief Privacy Office, however, if you would like to request access to your own information, make a complaint, or ask us to update any of the information we hold about you, please get in touch with our [customer service teams](#), or write to us at the address below. We will deal with your request promptly.

### UK

BT PLC  
Crawley TEC, Zone DSAR  
Fleming Way,  
Crawley  
West Sussex,  
RH10 9JY

In the UK, we charge £10 for requests for personal information — so please enclose a cheque made out to BT with your request.

If you'd like any copies of your phone bills, call 150. There'll be a fee to cover the cost. If you want specific information regarding copies of fault reports or copy invoices then you must contact '[Customer Services](#)'.

## Our Privacy Principles and Binding Corporate Rules (BCRs)

At BT we recognise the importance of customer trust in our brand. That's why data privacy is a key consideration for us.

Our commitment to doing the right thing is set out in our 'Binding Corporate Rules' (BCRs) which include our Privacy Principles. Our BCRs establish a set of standards that all BT companies across the world follow to safeguard the personal data we process. Our BCRs meet the requirements of the European data protection legislation and have been scrutinised and approved by the EU Data Protection regulators, led by the Information Commissioner's Office in the UK. [Find more information about BCRs](#).

In accordance with our BCRs and Privacy Principles. We will:

- process your personal information fairly and in accordance with applicable laws;
- tell you (either directly or in our policies and notices) how we may use your personal information;
- only collect personal information when we need it for legitimate purposes, or legal reasons;
- make sure personal information is adequate, relevant and not excessive for the purpose for which we collect it;
- only keep personal information for as long as we need to;
- keep personal information secure, and limit the people who can access it;
- tell you how to access your personal information and exercise your rights in relation to it;
- make sure that any third parties we share your personal information with take appropriate steps to protect it; and
- help our business customers comply with any legal obligations they have with any personal information that we process on their behalf.

If you would like to know more about the BCRs, or if you have any queries about our handling of your personal information and want to get in touch, please go to our [Contact us section](#).

## **Business and Public Sector**

We offer products and services to small and large business and public sector customers, which are designed to be used within our customer's organisation (or in connection with it) to carry out certain functions of their business.

Our products and services have their own set of terms and conditions. If there is a conflict between the terms and conditions or contract which you have with us and this Privacy Centre, it is the terms and conditions or contract which will be applicable.

The products, services and solutions we provide include a full range of communication solutions such as Conferencing and collaboration services, IP telephony, Security and Risk Management, Network Services, Call and Line Services including mobile services, IT services, Cloud and other Professional Services.

These products and services may require the collection and handling of personal information about you, e.g. if you are a worker or customer of our business or public sector customer, even though, not all our products and services involve the processing of personal information. When we do process personal information, our Privacy Centre provides details of the way we handle it.

## Shareholders

When you buy BT Group plc shares you'll need to tell us your name and address. That's so we can include you on our share register and send you information about your BT shareholdings, dividends, voting instructions and our shareholder meetings.

We'll also ask for your bank or building society details so we can make dividend payments directly to your account, and your email address so we can keep in touch about your shareholdings.

We share the information you provide to us with Equiniti Ltd, our share registrar, so they can manage your shareholding on our behalf. And we give BT Shop your name, address and shareholder reference number so they can verify whether you're entitled to any shareholder offers you apply for.

We ask you to tell Equiniti Ltd about any changes to the information they hold to make sure our records are accurate and up to date. [Click here for contact details.](#)