



# Responsible Communications and Advertising

In line with our Business Principles and as an information and communication technology company, we promote freedom of expression, pluralism, diversity and are committed to inclusion, education and truthful information.

As a company dedicated not only to facilitating communication, but also to generating cultural, sporting, advertising and entertainment and other content that could have an impact and influence over society, we assume the responsibility of promoting responsible, ethical and quality communication through our [Responsible Communications Policy](#).

With regard to **our advertising messages and our sponsorships**, we have included a number of guidelines, also in the contracts with the advertising agencies or media with which we work. These include that:

- Do not take advantage of the good faith of the consumer.
- Do not compromise people's dignity.
- Do not include messages or images promoting alcohol consumption, smoking, drug-taking, eating disorders or terrorism.
- Never incite hatred, violence or discrimination, based on race, nationality, religion, gender or sexual orientation; we promote the use of a neutral and non-sexist language.
- Do not incite to the commission of illegal behaviour or behaviour that harms the environment.
- Do not take advantage of children's naivety.

## Targeted advertising

We are aware of the importance of being transparent to our customers on the potential use of targeted advertising, with new technologies being applied in advertising. At Telefónica, however, targeted advertising is currently used only in a limited way, and, if so, always respecting our [Responsible Communications Policy](#) in terms of content and our global/local Privacy Policies in terms of data protection.

Customers may receive advertising based on their profiles when Telefónica has a lawful basis, that is, through an express consent (i.e. opt-in) (E.g. [see section 5.3. of the Privacy Policy of Movistar Spain](#)) or on the basis of legitimate interest for the purpose of processing data within reasonable expectations based on the relationship with the customer ([section 5.2. of the Policy](#)). Having said that, customers may withdraw this consent at any moment through the communication channels provided in our privacy policies ([e.g. section 7 of the Policy](#)).

In addition, it may be that we anonymize and aggregate our customers' data. Once fully anonymized, we analyze the anonymous data sets to generate information and statistical data ("insights") that we can use in the field of advertising to help agencies better plan their marketing and advertising campaigns.

We do not share the anonymous data sets with any of these entities, but only the insights. These never contain individualized information linked to natural persons, but only anonymous and highly aggregated statistical data, which prevents re-identification and therefore does not generate risk for the privacy of the data subjects.

Our anonymization processes have been exhaustively analyzed to comply with current privacy and data protection regulations and are constantly tested and monitored for continuous improvement.