



Wavonet Broadband Privacy Policy

About our privacy policy

Our privacy and cookies policy gets updated from time to time. Whenever we make a change, we'll post this on our website and let you know if there's a material change.

How to use this privacy policy

In this policy, we explain how we collect, use, share and protect your personal information when you use our products, services and website. You can find the privacy supplements for all our products and services, at [Privacy & Our Products & Services](#).

Who we are

Wavonet Broadband (Wavo) is operated by **Digi Fibre Communications Ltd**. The registered office is Digi Fibre Communications Ltd, **3 Brookside, Calcot, Reading, United Kingdom, RG31 7PJ**. We're registered in England and Wales under company number **16757910** and registered with the Information Commissioner's Office (ICO), registration number **ZC107900**. Unless otherwise specified in a separate privacy statement, the way your personal information is processed will remain compatible with the wording of this privacy policy. In this privacy policy:

- "we/us" means Digi Fibre Communications Ltd.
- "third party" means someone who isn't you or us.

How to contact us

Your opinion matters to us – if you have any questions about our privacy policy or your privacy settings, please [submit your query](#) and a member of our dedicated team will respond to you. If you'd like to mail us by post directly, send it marked "Privacy Team" to **Digi Fibre Communications Ltd, 3 Brookside, Calcot, Reading, United Kingdom, RG31 7PJ**.

Our principles

Digi Fibre is committed to respecting your privacy. We take privacy, security and compliance with data protection and privacy laws seriously. We aim to put these commitments at the heart of everything we do.

Personal information we collect about you

Directly from you

The information we collect about you and how we collect it can vary depending on the products and services that you use and subscribe to, how you've used the products and services, and how you've interacted with Digi Fibre even if you aren't a customer, or what we've obtained from a third party with permission to share it with us.

We'll collect your personal information when you, for example:

- Buy or use any of our products and services
- Use our network or other Digi Fibre products and services
- Register for a specific product or service
- Subscribe to newsletters, alerts or other services from us



- Contact us through various channels, or ask for information about a product or service
- Take part in a competition, prize draw, event or survey
- Visit or browse our website
- Have given permission to other companies to share information about you
- Where your information is publicly available
- Are the customer of a business that we acquire
- If you're a non-Digi customer and contact a Digi Fibre customer or a Digi Fibre customer care team.

From third parties

Information collected not directly from you.

We also collect information from certain organisations, where appropriate and to the extent we have legal grounds to do so. These include fraud-prevention agencies, business directories, credit check reference/vetting agencies, billing calculating agencies, connected network providers, and from other data providers. This includes demographic data, interest-based data, and internet browsing behaviour.

We may also collect information about you on CCTV when you visit our premises or on other security cameras as part of our security and crime prevention measures.

We use cookies (small text files stored in your browser) and other techniques such as web beacons (small, clear picture files used to follow your movements on our website). For more details on this and how to opt out of these, please see the 'Cookies' section of this policy.

If you provide feedback on a Digi Fibre application, such as the MyWavo app or our WebApp, we may receive this feedback. This information is provided to us under the terms of the privacy policy of that application.

The types of information we may have, where applicable:

1. Contact Details

Such as your name, address, phone and/or mobile number and email address.

2. Financial Details

Such as your direct debit account details or debit card information. We'll collect the data necessary to process a payment whenever you make a purchase.

3. Your usage data

This is data we see as part of providing you with connectivity; we don't, however, keep a record of the content of your usage.

4. Information about your connectivity

Such as IP address.

5. Your contact with us

Such as a note or recording of a call you make to one of our contact centres, a live chat, an email or letter sent, or other records of any contact with us.



6. **Your account information**

Such as your date of birth, gender, dates of payment owed or received, subscriptions you use, account numbers or other information related to your account or included in the MyWavo app

7. **Credential information**

We'll collect passwords, hints and similar security information used for authentication and access to accounts and services.

8. **Your preferences**

For products, services and lifestyle activities, when you tell us what they are, or we assume what they are, based on how you use the products and services.

9. **Cookies**

See the Cookie Policy for details on what we collect using cookies, web beacons and other technologies, including advertising data.

10. **Your browsing history**

If you've given your permission, Digi Fibre collects the categories of website you've browsed on your mobile, device or PC, for example Sports, Music or News. However, we don't have a history of the sites you browse, as this is limited for a short period of time to enable the connection to be made. We use these interests to send you personalised marketing or show you personalised advertising. You can opt out of advertising through **Cookies** or, in the case of marketing, your **Privacy Settings**. See **Opting out of marketing** in the **Your rights** section of this policy.

11. **Special Category data**

In some cases (where permitted by law), special categories of personal data or personal data relating to criminal convictions and offences. Special categories of personal data include information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or data concerning a person's sex life or sexual orientation. For example, we may collect your health data when assessing your situation to facilitate debt recovery activities, provide additional support or when providing our communications in accessible formats.

12. **Certain organisations**

We also collect information from certain organisations, where appropriate and to the extent we have legal grounds to do so. These include fraud-prevention agencies, business directories, credit check reference/vetting agencies, billing calculating agencies and connected network providers.

We'll also get information about how you use our products and services, such as:

1. **Information about how you use our products and services**

Such as the level of service that you receive – for example, network or service faults and other events that may affect our network services or other services.

2. **Details of your use of the specific services or products**

For example, every time you use your mobile phone, a record is kept. This includes the number you called or sent a text or picture message to, the length, date and time of that call, text or picture message and your approximate location at the time that the communication takes place (based on the location of the nearest cell that you sent that call or message from). The same is also recorded every time you receive an incoming call or message.

When you participate in an online customer satisfaction survey. Our customers satisfaction survey is designed not to collect personal data, and we encourage you not to provide personal data about yourself or others in



any free text field. If you do provide personal data, we will use this information to improve products and services that we provide, under the legitimate interest lawful basis to process.

How we use your personal information and our lawful basis to do so?

We will use your personal information for a number of purposes ranging from enabling us to provide you with the products or services you've requested to ensuring we're keeping these secure from fraud.

We may use Artificial Intelligence (AI) to help us provide you with a requested product or service. If we use AI, we'll do so responsibly, and where necessary, we'll disclose that the content is generated by AI.

Whenever we use your personal information, we do so based on a specific lawful bases under data protection law listed below:

1. **The performance of your contract or to enter into the contract and to take action on your requests.**

For example, so you can browse the internet on your phone, we process things like how much data you're using and when you're doing it, so we can provide connectivity. This also enables us to generate your bill, based on your usage. We also need to conduct credit checks when you apply for a product or service, to verify your suitability for entry into such contracts.

2. **Legitimate interests of Digi Fibre**

For example, fraud prevention, maintaining the security of our network and services, direct marketing, debt management and the improvement of our services. Whenever we rely on this lawful basis to process your data, we assess our business interests to make sure they do not override your rights. Additionally, in some cases you have the right to object to this processing.

3. **Compliance with a mandatory legal obligation**

Including, for example, accounting and tax requirements and regulations in relation to electronic communications and financial services, which are subject to strict internal policies (such as retention periods), procedures, and your right to restrict usage of your data, which control the scope of legal assistance to be provided.

4. **Substantial public interest**

For example, to assist with detecting and preventing fraud, tax evasion and financial crime, or to safeguard the economic well-being of certain individuals.

5. **Consent you provide**

Consent you provide where Digi Fibre doesn't rely on another legal basis. Consent may be withdrawn at any time. When you give your consent, you will be given details on how to change your mind or visit the **Your rights** section of this policy for more information.

Please see below for further information. Below you can find an overview of the categories of personal information we process about you, the purposes for which we process that personal information and the lawful basis upon which we rely to conduct that processing.

Third parties that we work with

Where you've purchased Digi Fibre products and services using a third party or partner organisation, we often need to exchange information with them as part of managing that relationship and your account – for example, to be able to identify your order and be able to pay them.



If we have a contract with a service provider or contractor to provide us with services or provide a service on our behalf, and they may have access to your personal information, we don't authorise them to use or disclose your personal information, except in connection with providing their services.

We collect and combine information in order to monitor your use of products and services, and that of our other customers, as well as to help us to improve the quality of our products and services. We provide this information to third parties (for example, to content providers and advertisers), but any such third-party reporting shall not include information which may identify an individual customer.

Overseas transfers

Where we store and access your information

We store your personal data using cloud-based services provided by Amazon Web Services (AWS). Your data will be stored on servers located in the United Kingdom or the European Economic Area (including countries such as Germany and the Netherlands). However, your information may be transferred to locations outside the United Kingdom in these circumstances:

- When our service providers are located overseas
- When we work with overseas business partners
- When using cloud-based services or data storage solutions
- When required by law or legal proceedings

Our approach to overseas transfers

When we transfer your personal data outside the United Kingdom, we ensure it receives appropriate protection by:

- Only transferring your information to countries that UK data protection law recognises as providing adequate protection for personal data, or
- Putting in place a contract with the third party that means they must protect personal data to the same standards as the UK.
- Transferring personal data to organisations that are part of specific agreements on cross-border data transfers with the UK.

What this means for you

We only transfer the minimum amount of personal data necessary and require all recipients to:

- Protect your information to the same standards required by UK law
- Use your information only for the purposes we've agreed
- Allow us to monitor how they handle your information
- Provide you with the same rights over your information that you have under UK law

Mergers and acquisitions

If we reorganised or merged with or divested part of our business to another organisation, we may need to provide your information to that other organisation or their advisers or receive personal information from that other organisation.

Third-party products that you buy through us

Where you buy a third-party product or service through us (such as a payment to bill), the contract for it is with the party selling that product or service. Digi Fibre is only charging the amount directly to your bill as part of its arrangements with the seller (or with a third party authorised by the seller). As part of this, you're agreeing that Digi Fibre may pass certain personal information to such parties to complete your purchase.



The seller's terms and conditions and privacy and cookies policies will apply to how it uses your personal information – please read them carefully.

How we use your personal information

We'll use your personal information for the following purposes:

To provide you with your service

It's necessary for us to process your personal information to enable us to provide you with your service. By 'service', we mean any services or products that you buy or use such as broadband, use of our apps or smart tech products.

How is your information used?	What data is used?	Lawful basis
<p>To process your order and provide you with your products and services</p> <ul style="list-style-type: none"> • To process the products and services you've bought from us, and keep you updated with the progress of your order. • To provide the relevant products or services to you. This includes other services not included in your agreement with us (e.g. PayPal), services that use information about where you are, and to contact you with messages about changes to the products or services. • Where you've purchased Digi Fibre products and services using a third party or partner organisation, we often need to exchange information with them as part of managing that relationship and your account – for example, to be able to identify your order and be able to pay them. 	<ul style="list-style-type: none"> • Contact details • Account information • Financial details 	<p>Performance of your contract</p>
<p>Billing and Customer Care</p> <ul style="list-style-type: none"> • To bill you for using our products and services, or to take the appropriate amount of credit from you. • To contact you if the billing information you provided us with is about to expire or we're not able to take payment. • To respond to any questions or concerns you may have about our network, products or services. 	<ul style="list-style-type: none"> • Account information • Financial details • Your contract with us 	<p>Performance of your contract</p>



How is your information used?	What data is used?	Lawful basis
Service messages <ul style="list-style-type: none"> We'll contact you with customer service messages to keep you updated with current information about products and services you've purchased. For example, changes to our terms and conditions, price plan and data use, upgrade you might be entitled to or service interruptions. 	<ul style="list-style-type: none"> Contact details Account information 	Performance of your contract

To improve our service

We collect information, such as your use of our products and services on an aggregated or anonymous basis in order to help us manage and improve the services we offer to everyone.

How is your information used?	What data is used?	Lawful basis
Improving and innovating our products and services, including roaming services <ul style="list-style-type: none"> We anonymise, de-identify or aggregate information in order to improve the service we offer to everyone. None of these analytics are linked back to you in any way. 	Anonymised/aggregated: <ul style="list-style-type: none"> Financial details Traffic data Location data Account data 	Legitimate interest
Improving and innovating our products and services through third parties <ul style="list-style-type: none"> We collect and combine information to monitor your use of products and services, and that of our other customers, as well as to help us improve the quality of our products and services. We provide this information to third parties (for example, to content providers and advertisers) but any such third-party reporting shall not include information which may identify an individual customer. 	Anonymised/aggregated: <ul style="list-style-type: none"> Account information 	Legitimate interest
Manage our networks and understand network usage <ul style="list-style-type: none"> To protect our networks and manage the volumes of data uses of our networks. For example, we identify 	<ul style="list-style-type: none"> Traffic data Location data 	Legitimate interest

How is your information used?	What data is used?	Lawful basis
peak periods of use so we can try and ensure the networks can handle the volume at those times.		

Marketing and tailoring our service to you

We process your personal information for marketing and advertising purposes, such as to let you know about new products or services and send you special offers, as well as to help us tailor our service to you.

You can control your marketing permissions and the data we use to tailor these communications at any time by visiting your Privacy Settings.

How is your information used?	What data is used?	Lawful basis
<p>Marketing</p> <ul style="list-style-type: none"> We process this data for the purpose of sending you marketing communications. We can further tailor these messages using your calling and messaging activities, location information and browsing information, if you have authorised that we process this information for this purpose. If you've given your permission, we'll also contact you to let you know about products and services of other companies which we think may interest you depending on your marketing preferences. If you participate in a survey, we'll use the answers you give to improve our products and services. Depending on your marketing preferences, we'll contact you by post, online, phone or push notifications through our apps. 	<ul style="list-style-type: none"> Contact details Your preferences Browsing history Account information Location data 	Consent
<p>Online personalised advertising</p> <ul style="list-style-type: none"> To deliver advertising that is relevant to you, you'll also see targeted advertising online based on the use of cookies. This is known as interest-based advertising. It can be on websites belonging to other organisations as well as other online media channels such as social media sites. We may also combine data collected via the cookies with other data we've collected. If you don't want any information processed through the use 	<ul style="list-style-type: none"> Cookie data Browsing history Account information 	Consent

How is your information used?	What data is used?	Lawful basis
<p>of cookies, check our Cookies section. It explains how to control and opt out of cookies.</p> <ul style="list-style-type: none"> Remember that not providing consent for interest-based advertising won't stop advertisements from being displayed – but they won't be tailored to your interests. 		
<p>Personalisation</p> <ul style="list-style-type: none"> Personalising our products and services to suit your needs. Provide you with personalised marketing. To understand how you use our networks, products and services. That way we can seek to review, develop and improve these, develop more interesting and relevant products and services, as well as personalise our products and services. 	<ul style="list-style-type: none"> Traffic data Location data Account data 	Consent
<p>Research and analytics</p> <p>We use a variety of analytics methods, including what's commonly referred to as "Big data analytics". Big data analytics are mathematically driven analysis techniques on large and varied data sets (that is why it is "big" data). We have a strict use case process that requires that privacy and data protection law checks are carried out before any use case commences. We also have strict rules ensuring that personal information is anonymised or de-identified at the appropriate stage in the process.</p> <p>For example, we use our analytics to:</p> <ul style="list-style-type: none"> Conduct market research and to carry out research and statistical analysis, including monitoring how customers use our networks, products and services on an anonymous or aggregated basis; Frame our marketing campaigns and determine how we might personalise those; Provide reports to third parties (such reports don't contain information which may identify you as an individual). 	Account information	Legitimate interest



Profiling, Fraud Management and Security

Profiling consists of the use of personal data in an automated form in order to evaluate certain personal aspects relating to an individual. We'll process your personal information in this way for credit, fraud and security purposes.

How is your information used?	What data is used?	Lawful basis
<p>Credit checks and ID</p> <ul style="list-style-type: none"> We'll carry out a credit check when you apply for a contract for any products or services with us. We'll also use your personal information for identity verification purposes, for access to your account and for general account management. We sometimes supplement the information we collect about you with information from other sources (e.g. the electoral roll), to assess the accuracy of the information that we hold. 	<ul style="list-style-type: none"> Financial details Account information Credential information 	<p>Performance of your contract</p>
<p>Fraud Prevention, Security and Debt Collection</p> <ul style="list-style-type: none"> We'll process your traffic data to protect against and detect fraud, to protect and detect misuse or damage to our networks, to recover debts or trace those who owe us money resulting from the use of our services. <p>Fraud management and law enforcement</p> <ul style="list-style-type: none"> We may be obligated to release information if it's reasonable for the purpose of protecting us against fraud, defending our rights or property, or to protect our legitimate interests or the interests of our customers. 	<ul style="list-style-type: none"> Traffic data Account information Financial details 	<p>Legitimate interest</p>
<p>Network Security</p> <ul style="list-style-type: none"> We'll process your traffic data in order to protect and detect misuse or damage to our networks or to detect and resolve fraudulent use of our networks (and our partner roaming networks) and to solve technical issues you're experiencing. 	<ul style="list-style-type: none"> Anonymous and aggregated contact details or credential related information Traffic data 	<p>Legitimate interest</p>



How is your information used?	What data is used?	Lawful basis
Physical Security <ul style="list-style-type: none"> We may use CCTV footage to safeguard our stores and sites. 	<ul style="list-style-type: none"> Images Video footage 	Legitimate interest

How we share your personal information

Where applicable, we share information about you with:

- Partners, suppliers or agents involved in delivering the products and services you've ordered or used;
- Companies who are engaged to perform services for, or on behalf of Digi Fibre
- Credit reference, fraud-prevention or business-scoring agencies, or other credit scoring agencies;
- Debt collection agencies or other debt-recovery organisations;
- Law enforcement agencies, government bodies, regulatory organisations, courts or other public authorities if we have to, or are authorised to by law;
- A third party or body where such disclosure is required to satisfy any applicable law, or other legal or regulatory requirement;
- Emergency services (if you make an emergency call), including your approximate location;
- Third parties for joint promotions with that third party (including third party who provide offers); They'll be responsible for their own compliance with applicable privacy laws;
- Partner organisations we've carefully chosen so they can contact you about their products and services (which may or may not include Digi Fibre products and services); We'll ask for your consent before sharing this information;
- Other third parties when you're signing up to their service and it's used by them for authentication and fraud-prevention purposes;
- Third parties that we advertise with in order to serve you advertisements online (e.g. Facebook, Google, Twitter, Amazon). You can opt-out of this by managing your account permissions; To do this see the **Your Rights** section below;
- Third parties that we use to serve you marketing, for example, MailChimp.

How long we keep your personal information for

We'll store your information for as long as we must by law. If there's no legal requirement, we'll only store it for as long as we need to. We'll keep some personal information for a reasonable period after your contract with us has finished in case you decide to use our services again.

We, or one of our partners, may contact you about Digi Fibre services, and those of other companies which we think may interest you depending on your marketing preferences during this time, if you haven't opted out of receiving marketing communications from us.



Keeping your personal information secure

We have specialised security teams who constantly review and improve our measures to protect your personal information from unauthorised access, accidental loss, disclosure or destruction.

Communications over the internet (such as emails) aren't secure unless they've been encrypted. We can't accept responsibility for any unauthorised access or loss of personal information that's beyond our control.

We'll never ask for your secure personal or account information by an unsolicited means of communication. You're responsible for keeping your personal and account information secure and not sharing it with others.

Our website may provide links to third-party websites. We can't be responsible for the security and content of such third-party websites. So, make sure you read that company's privacy and cookies policies before using or putting your personal information on their site.

The same applies to any third-party websites or content you connect to using our products and services.

You may choose to disclose your information in certain ways such as social plug-ins (including those offered by Google, Facebook, Twitter and Pinterest) or using third-party services that allow you to post reviews or other information publicly, and a third party could use that information.

Social plug-ins and social applications are operated by the social network themselves and are subject to their own terms of use and privacy and cookies policies. You should make sure you're familiar with these.

Your rights

We set out details on how you can exercise your rights. If you have a question and can't find the answer, please contact our [Customer Service](#) team and a member of our dedicated team will respond to you.

Right to correct personal data

You have the right to correct information held about you if it's not accurate. If the information we hold about you is inaccurate or needs to be updated, you can log in to [MyWavo](#) to update it or you can contact our [Customer Service](#) team.

Right to access personal data

You have the right to make a request for a copy of the personal data that Digi Fibre holds about you. To make this request as an individual or an authorised third party, you can contact our [Customer Service](#) team. We'll take reasonable steps to confirm your identity before issuing any copy of your personal information.

Right to data portability

You have the right to be able to take with you the personal data you provided to us in certain circumstances. For example, Digi Fibre ensures that you can take your data with you by allowing you to download your monthly bills, at the click of a button, in the format of your choice. In order to do this, log in to [MyWavo](#) and go to your billing area.

Right to object to processing where we rely on our legitimate interests:

You have the right, in certain circumstances, to object to Digi Fibre processing your personal information. For more information or to exercise this right, please contact our [Customer Service](#) team. If this relates to an automated decision performed on you (this means with no human involvement), please let us know and we'll review your request.



Right to restrict use of your data

If you feel data we hold on you is inaccurate, or you believe we shouldn't be processing your data, please contact our [Customer Service](#) team to discuss your rights. In certain circumstances, you have the right to ask us to restrict processing.

Right to erasure

Digi Fibre strives to only process and retain your data for as long as we need to. In certain circumstances, you have the right to request that we erase personal data of yours that we hold. If you feel that we're retaining your data longer than we need, it's worth first checking that your contract with Digi Fibre has been terminated, which you can do with [Customer Service](#). If your contract with Digi Fibre has been terminated, we may still have lawful grounds to process your personal data. For more information on retention periods, see the section in this privacy policy called **How long we keep your personal information for**.

To opt out of marketing messages

If you no longer want to receive marketing messages from Digi Fibre, you can choose to opt out of all marketing communications or only selected methods (email, SMS MMS, phone or post) at any time. If you've previously opted in to receive personalised content based on how and where you use our network, you can also opt out at any time.

The easiest way to opt out is by using our marketing preferences page, found under your [MyWavo](#) account settings. This page will also provide you with the ability to opt out or into receiving personalised marketing. There are also various other ways to opt out:

- Contact our [Customer Service](#) team
- Tell the adviser if you receive a marketing call
- Disable push notification messages, including marketing messages, at any time in our apps by changing the notification settings on your device or by uninstalling the app

If you're opted out of marketing, you may still receive service-related messages.

Please note: You may still receive marketing messages for a short period after opting out while we update our records. In some cases, you may receive marketing from Digi Fibre even if you're not a customer or have never had contact with us. This is a result of third-party marketing lists, which Digi Fibre may acquire from time to time, stating that you have given permission to be contacted by other organisations. If you've registered with us to opt out of marketing from Digi Fibre, you shouldn't receive such communications. If you still do, we ask that you let us know immediately by contacting our [Customer Service](#). This will only stop marketing from us and not stop the third parties from sharing your data unless you contact them directly.

To manage cookies and understand more about what they are

Want to disable a cookie, or understand more about what these are? Check the **Cookies** section of the Privacy Portal for full details on how to do this.

How to lodge a complaint

If you want to contact us about any of your rights or complain about how we use your information, please contact our [Customer Service](#) team – we'll do our best to help, but if you're still unhappy, you can contact the Information Commissioner's Office (ICO). Their website ico.org.uk has details on how to [contact the ICO](#)



Home Broadband and Wi-Fi Supplement Information

WavoNet Broadband provides your hardware with connectivity in the home. In order for you to be able to access the internet, we process data such as the kind of device you are browsing on (for example, each device will have a media access control (MAC) address), your browsing speeds, and the amount of data you're using (for example, streaming videos will use up more data than email, although we don't see what it is you're doing).

When you are browsing the internet, your data will be processed by the devices you're browsing the internet on (for example, remembering your browsing history). Also, websites you visit will process your information either through your interaction with the site and information you provide to them, or through the use of cookies.

To understand how to manage your cookie preferences, you can visit allaboutcookies.org

For providing end-user support and optimising your WiFi experience, we are collecting information about connected devices (MAC address, Serial Number, user-given host names and WiFi connection quality) as well as information about the WiFi networks (MAC addresses and identifiers, radio statistics).

Personal information we collect about you

Information we collect about you

Information about the Wi-Fi network of your home may be collected and sent to the Digi Fibre platform.

This information may be accessed by the Customer Service Department in the event that the user calls us to report any type of problem with their Wifi or may be treated by your Network Maintenance and Operations Service to resolve any issues. This information will be obtained from the Wifi devices or those connected to it.

When we collect your personal information

We collect your personal information when:

- You sign up for the broadband services
- When using the broadband services, including the Home Broadband App

Digi Fibre will process your personal data based on:

The performance of your contract or to enter into the contract and to take action on your requests. For example, so you can make calls and texts, and browse the internet on your phone, we process things like the numbers you dial, how much data you're using and when you're doing it so we can provide connectivity. This also enables us to generate your bill, based on your usage. We also need to conduct credit checks when you apply for a product or service.

Digi Fibre legitimate business interests, for example, fraud prevention, maintaining the security of our network and services, direct marketing, and the improvement of our services. Whenever we rely on this lawful basis to process your data, we assess our business interests to make sure they do not override your rights. Additionally, in some cases, you have the right to object to this processing. For more information, visit the 'Your rights' section of this policy.

Compliance with a mandatory legal obligation, including, for example, accounting and tax requirements, which are subject to strict internal policies (such as retention periods), procedures, and your right to restrict usage of your data, which control the scope of legal assistance to be provided.



Consent you provide where Digi Fibre does not rely on another legal basis. Consent may be withdrawn at any time. When you give your consent, you will be given details on how to change your mind or visit the 'Your rights' section of this policy for more information.

How we use your personal information

To provide you with your service

Your personal information will be used to deliver you connectivity services and to provide end-user support by being able to identify devices within your home that have a problem with WiFi. The information will be used to optimise the selection of channels being used in your WiFi and the frequency band which is used by our connected devices.

To improve our networks and services

We analyse the collected information to diagnose connectivity, coverage or connection quality problems, understand connectivity needs from the usage of mobile data, Wi-Fi and apps, and use such insights to make improvements to our network and services.

Your choices

The Home Broadband App is one of the ways we put you in control as to how to manage your data sharing preferences. In your settings, you can choose what data you would like us to use to tailor these offers to you, including the data we collect through the MyWavo App, which you can also choose whether or not you want to share. You can choose to:

- Disable the sending of information about your use of the MyWavo Broadband App; or
- Disable push notifications

Please note: If you disable push-notifications, we may still send you marketing via SMS or email or conduct telemarketing if we have your permission to do so. To opt out of marketing communications (such as email, SMS, phone or post) you can get in touch with our [Customer Service](#)

How we share your personal information

Where applicable, we share information about you with:

- Partners, suppliers or agents involved in delivering the products and services you've ordered or used
- Credit reference, fraud-prevention or business-scoring agencies, or other credit scoring agencies
- Debt collection agencies or other debt-recovery organisations
- Law enforcement agencies, government bodies, regulatory organisations, courts or other public authorities if we have to, or are authorised to by law
- A third party or body where such disclosure is required to satisfy any applicable law, or other legal or regulatory requirement
- Emergency services (if you make an emergency call), including your approximate location
- Third parties for joint promotions with that third party. They'll be responsible for their own compliance with applicable privacy laws



How long we keep your personal information?

To provide the service, billing and for authentication purposes

Personal data detailed in the previous sections will be kept for the time necessary to provide the service to the user. They will be removed within 30 days after the date on which the user unsubscribes from the service. The Gateway Serial Number and your broadband line ID will be kept for 180 days.

Providing the service

The data related to the operation data of the service or the network history described above will be kept for 30 days and then will be anonymised or deleted. Personal data related to the user and his network will be kept for the time in which the user has activated the service. They will be removed after 30 days after the user unsubscribes from the service. The Gateway Serial Number and your broadband line ID will be kept for 180 days.

Diagnostics services

We will collect data in order to enhance your services. The types of data sets and the retention related to these data types can be seen in the "information we collect about you" section.

Keeping your personal information secure

We have specialised security teams who constantly review and improve our measures to protect your personal information from unauthorised access, accidental loss, disclosure or destruction.

Communications over the internet (such as emails) aren't secure unless they've been encrypted. Your communications may go through a number of countries before being delivered, as this is the nature of the internet.

We cannot accept responsibility for any unauthorised access or loss of personal information that's beyond our control.

We'll never ask for your secure personal or account information by an unsolicited means of communication. You're responsible for keeping your personal and account information secure and not sharing it with others.

Our website may provide links to third-party websites. We cannot be responsible for the security and content of such third-party websites. So make sure you read that company's privacy and cookies policies before using or putting your personal information on their site.

The same applies to any third-party websites or content you connect to using our products and services.

You may choose to disclose your information in certain ways such as social plug-ins (including those offered by Google, Facebook, Twitter and Pinterest) or using third-party services that allow you to post reviews or other information publicly, and a third party could use that information.

Social plug-ins and social applications are operated by the social network itself and are subject to their own terms of use, privacy and cookies policies. You should make sure you're familiar with these.



Need Support? Get in touch with us:

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Email: support@wavonet.com

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