

PEOPLE

Freedom of expression_

Respect for freedom of expression is produced through dialogue among governments, industry, civil society and other interested parties

In March 2013, the Telecommunications Industry Dialogue Group for Freedom of Expression and Privacy was set up

These days, any action in the online world can be considered an act of freedom of expression. It follows that guaranteeing privacy is ever more important, as is protection of freedom of expression itself. Farhan Haq, alternate spokesman for the UN, has ratified this: "Freedom of expression cannot exist without protection of privacy".

In this context, the resolution on the *Right to privacy in the digital age* approved in November 2013 by the General Assembly of the UN, is especially important as it establishes that individual rights are universal and must be protected both online and offline.

At Telefónica we are convinced that the best way to achieve global progress on respecting freedom of expression and privacy is through dialogue between governments, industry, civil society (including experts on human rights), investors, supranational organisations and other interested parties affected.

With this in mind, Telefónica set up the Telecommunications Industry Dialogue Group for Freedom of Expression and Privacy in March 2013, together with a group of other operators and manufacturers from the sector.

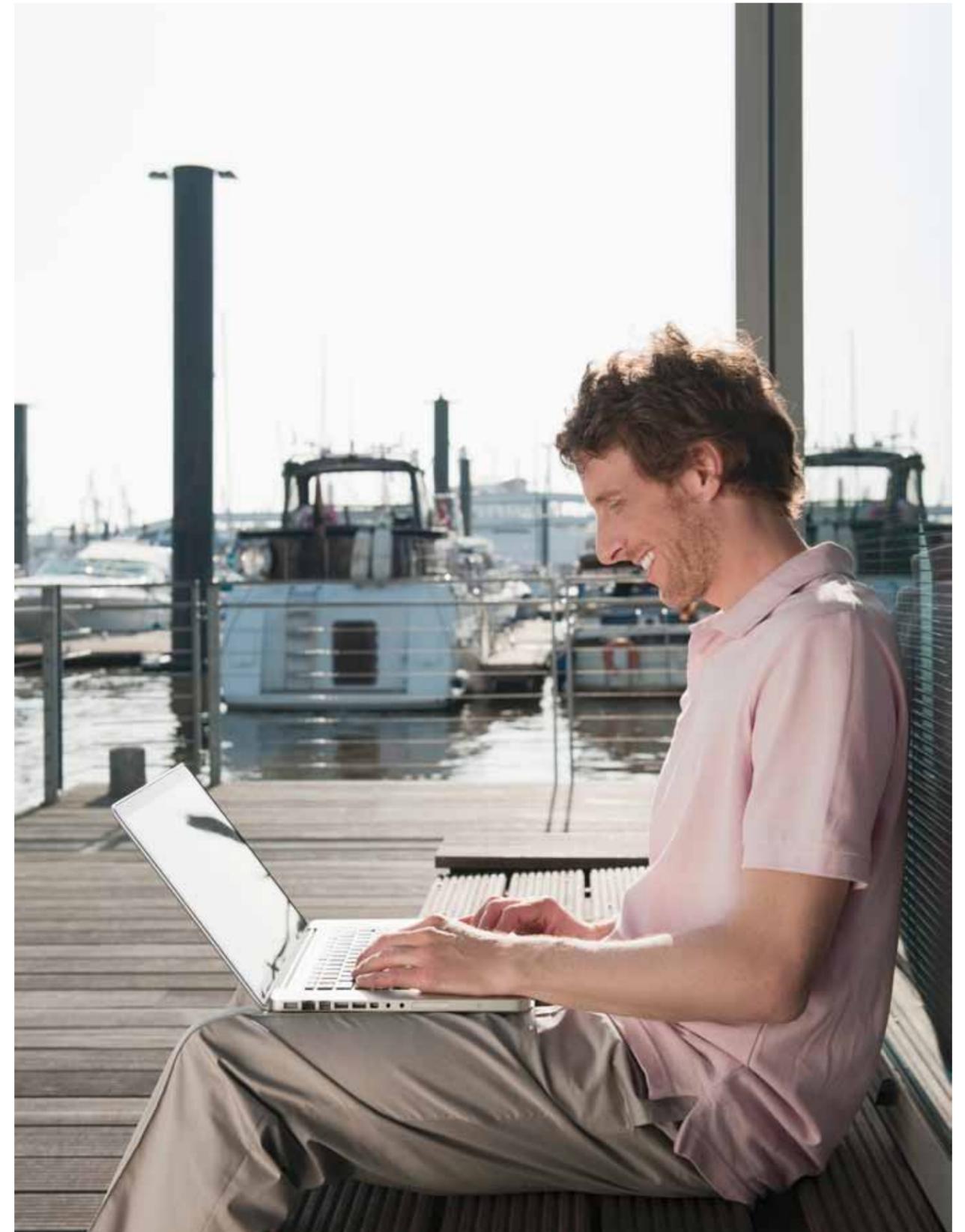
The Dialogue Group has developed *Guiding Principles for Freedom of Expression and Privacy* that address these rights in the telecom sector. The Principles, signed on 6 March 2013, provide a common framework for developing corporate policies and processes related to freedom of expression and respect for privacy in the sector, and explicitly explore the interaction and limits of the duty of a government to protect human rights and the corporate responsibility of telecoms companies to respect them.

Currently, the Principles have the backing of manufacturers and operators like Alcatel-Lucent, AT&T, Millicom, Nokia Solutions and Networks, Orange, Telefónica, Telenor Group, TeliaSonera and Vodafone.

The Dialogue Group recently published its first annual report covering the main actions carried out and progress made, one year after foundation.



More info
Link to the annual report
of the Dialogue Group



The Guiding Principles for Freedom of Expression and Privacy at Telefónica

Guiding principle

Telefónica programme

1 Create and/or maintain relevant policies, with Board oversight or equivalent, outlining commitment to prevent, assess, and mitigate to the best of their ability the risks to freedom of expression and privacy associated with designing, selling, and operating telecommunications technology and telecommunications services



- Our Business Principles, as revised in 2010, recognise the right to privacy as the basis of a relationship of trust with our stakeholders
- As such the Group has a Privacy Policy approved by the Board in March 2013 which has to be complied with in all the countries in which we operate
- As such the Group has appointed a Chief Privacy Officer, who heads the implementation and monitoring of the Policy and is supported by local Data Protection Officers
- Concerning security management, the Group has its Corporate Information Security Policy, based on international standards and updated according to growing international demands in the area of security. As well as undergoing specific training in these Policies, all our employees also have access to training in the Group Intranet

2 Conduct regular human rights impact assessments and use due diligence processes, as appropriate to the company, to identify, mitigate and manage risks to freedom of expression and privacy – whether in relation to particular technologies, products, services, or countries – in accordance with the Guiding Principles for the Implementation of the UN 'Protect, Respect and Remedy' framework

- Respect for and commitment to human rights is one of the bases of our *Business Principles*. So, and in line with the framework of the *Guiding Principles on Business and Human Rights*, in 2012 we performed an assessment of all our operations to evaluate the overall impact of our activity, with the help of Business for Social Responsibility (www.bsr.org). The assessment has let us define a formal process for proactive handling of risks and taking opportunities, as well as involving our principal stakeholders. The exercise carried out allowed us to identify privacy and freedom of expression as high-risk aspects for the sector; in search of a global solution we helped to create the Dialogue Group on Freedom of Expression and Privacy www.telecomindustrydialogue.org

3 Create and/or maintain operational processes and routines to evaluate and handle government requests that may have an impact on freedom of expression and privacy

- Telefónica has formal processes for handling data requests from local or governmental authorities. These processes are the responsibility of the departments of the General Secretary and Security in each Group company

4 Adopt, where feasible, strategies to anticipate, respond and minimise the potential impact on freedom of expression and privacy in the event that a government demand or request is received that is unlawful or where governments are believed to be misusing products or technology for illegitimate purposes



- In addition to the formal processes indicated above, the recent creation of the figures of Chief Privacy Officer at global level and Data Protection Officers in the different companies, makes the procedures and processes that affect the privacy of our customers more uniform

5 Always seek to ensure the safety and liberty of company personnel who may be placed at risk

- Health, safety and welfare at work are three pillars of Telefónica, not only to guarantee protection for staff, but also to have a direct influence on their job satisfaction in the Company. With regard to physical safety, global security managers have established a series of guidelines specific to the risks identified in each country, in addition to covering the actual process of movement

Guiding principle

Telefónica programme

6 Raise awareness and train relevant employees in related policies and processes

- Telefónica Group has designed a specific plan to train and raise awareness among employees, in the policies and processes relevant to them. This continuous training programme is carried out both in person and online. An example of this is the effort made in Latin America, where the number of people trained in privacy and data protection rose by 65% in 2013.

7 Share knowledge and insights, where relevant and appropriate, with all relevant and interested stakeholders to improve understanding of the applicable legal framework and the effectiveness of these principles in practice, and to provide support for their application and development

- We consider dialogue with our stakeholders fundamental to identifying and mitigating the risks, as well as to developing new business opportunities. We believe that both transparency and sharing knowledge with these groups are key to applying these Guiding Principles. In this context, the following should be mentioned:
 - The round tables organised by European Voice. Among the subjects dealt with were data protection and cybersecurity
 - The quarterly debates organised by the Center for Information Policy and Leadership, where challenges and approaches to maintaining personal identity confidential to protect privacy and freedom of expression are discussed,
 - Telefónica participated in *Cybersecurity Month*
 - III Telefónica Global Information Security Conference, where 136 experts from Europe and Latin America gathered



8 Report externally on an annual basis, and whenever circumstances make it relevant, on their progress in implementing the principles, and as appropriate on major events occurring in this regard

- The present report is a synthesis of the progress made by Telefónica Group on privacy and freedom of expression

9 Help to inform the development of policy and regulations to support freedom of expression and privacy including, alone or in cooperation with other entities, seeking to mitigate potential negative impacts from policies or regulations

- Telefónica believes that the best way to achieve global progress on freedom of expression and privacy is through dialogue among the social agents implicated. Evidence of this is our *Digital Manifesto* (www.digitalmanifesto.telefonica.com) published in January 2014. The Manifesto highlights the challenges to be resolved by public policies to free up the whole potential of the digital world for the benefit of consumers, companies and public authorities alike, while it offers 10 recommendations to improve the Internet user experience and promote greater investment in digital infrastructure

10 Examine, as a group, options for implementing relevant grievance mechanisms, as outlined in Principle 31 of the *UN Guiding Principles for Business and Human Rights*

- This aspect, currently being debated internationally, is being explored within the Dialogue Group

