

## Open Fibre Legitimate Interests for Processing of Personal Data

### **Carry out our services and protect and further our business.**

Including fault finding, tracing, and/or fixing and maintaining our networks which also includes meeting capacity demands (both telecoms and IT), testing and maintaining our systems, management reporting, recovery of debts and analysis of incoming emails for malicious activity.

### **Understanding and enhancing the support we give.**

Understanding and analysing the data we receive through the performance of our website, customer services, products and services in order to improve them and grow our business (including undertaking training).

### **Understanding our customers.**

Making recommendations and suggestions for our products and services (to develop our products and services, and to grow our business, including personalising interactions and communications).

### **Product and service improvement.**

Analysing customer data and/or network usage to improve our products and services (which could include ensuring our customers packages meet their current usage and service expectations during the lifetime of the package and ensuring our network demands are met) and to grow our business (including informing our marketing strategy and analysing customer feedback).

### **Protecting our customers.**

Retaining minimal personal data to protect our customers and our business (this includes complying with regulations and to honour customer instructions such as retaining marketing opt out data).

### **Enabling business transition.**

Managing the transition of data when selling all or part of one or more of our businesses or acquiring a new business.