

Vodafone Malta Traffic Management Policy

What is traffic management?

Traffic management is a term that is used by electronic service providers to describe a range of technical practices that are undertaken to manage traffic across the network. This is used in practice in order to manage data usage in certain instances, and to ensure that the integrity of a network is maintained.

These technical practices can result in the following:

1. The prioritisation of certain types of traffic during peak times or in congested geographical areas in order to ensure network stability and integrity;
2. Differentiation between objectively different categories of traffic, specifically time-critical and non-time-critical traffic at specific times or places;
3. Adherence to contractual obligations that may result in end-users with particularly heavy usage having their Internet traffic slowed down.
 - An analogous situation is when you have a priority bus lane using up part of the road. Effectively, the buses are given priority over any other type of vehicle and therefore the buses' journey time from one point to another is shorter than the time take for any other vehicle.
 - Traffic management is ultimately an instrument that allows for the prioritisation or slowing down of certain types of Internet traffic during busy times to ensure that a small number of people making use of high usage applications do not flood the network with said data traffic during the busy times of the day. Therefore this may also mean the slowing down of certain services using a much larger bandwidth but are less time critical (an example would be file sharing).
 - Using the same analogy above, given the fact that not all users make use of services using a greater bandwidth, having a traffic management policy allows a fairer use of the road for everyone and it ensures that during peak hours all the end-users can experience good internet speeds and make the most the service that are subscribed to.

Vodafone Malta's position

- Vodafone Malta Limited ('Vodafone'/'we') offers both mobile and fixed services to its subscribers ('you'), and we do not in principle implement any traffic management. This means that we do not normally differentiate between different types of traffic, and we ensure that traffic is treated equally without restriction or interference irrespective of the sender and receiver, the content accessed or distributed, the application or services used or provided, or the terminal equipment used.
- However, in order to guarantee our network integrity, and your access to all points of the Internet even during peak hours when the traffic is particularly high, Vodafone, whilst respecting the principle of equal treatment of traffic, reserves the right to introduce temporary and non-discriminatory traffic management measures.
- Other limitations that may be implemented are in relation to speed and data limits, which would be clearly stated in your respective service contract.
- In providing our Internet services for both mobile and broadband, we will provide you with unrestricted access to the Internet. This is without prejudice to Vodafone being required to block certain content, service, application or protocol in accordance with Maltese and European Union law, or following a request by a competent authority.
- Vodafone reserves the right to slow down certain types of traffic. This outcome is achieved by the deployment of technologies that can decrease the priority of traffic types deemed to be

non-time critical on the network. For more information, kindly refer to the section 'Description of the Services' below.

Quality of Service

- Vodafone will endeavour to provide you with a connection speed that reflects the service which you are subscribed to. The connection speed is the speed at which data is transferred between the customer's device and Vodafone Malta's core network.
- Our current mobile and fixed services are being provided over a 4.5G network, and therefore there may be certain limitations and factors that may result in a varying download/upload speed. The factors that affect such speeds include but are not limited to:
 - a. Distance from the base station;
 - b. The technology supported on the network;
 - c. Load on the base station providing your chosen service, and therefore the radio signal quality, which is also effected by interference from third party equipment and lack of coverage;
 - d. Radio coverage at the customer's premises;
 - e. Number and type of appliances utilising the customer's connection;
 - f. Network load at the time of access to the service, affected by the amount of end-users making use of the network within a specific geographical location.
 - g.

Privacy

We hereby declare that the personal information that we may process shall only be used in connection to the purposes stated herein and in our [Privacy Policy](#) (which can be found in full on our website: www.vodafone.com.mt/privacypolicy or in any Vodafone store). For full details on how Vodafone collects, uses and shares personal information including your data protection rights please see our Privacy Policy. In case of queries please get in touch by contacting us on 247.mt@vodafone.com or by visiting any Vodafone store

Description of the services

For more information regarding your service, kindly download these PDFs:

- 1. [Vodafone Fixed Services](#)
- 2. [Vodafone Mobile Services](#)