



Fair Usage Policy

Unlimited Allowances

Our unlimited bundles are truly unlimited where usage is appropriate to subscription type. Inappropriate usage would be considered as the following:

- > Any usage outside normal commercial practice
- > Any usage made via automated means (also see Gateway/AIT FUP)
- > Any usage that damages or impairs the hosting network
- > Any usage considered fraudulent, abusive, illegal or a nuisance
- > Data usage where users regularly tether to 12 or more devices or have used 650GB of data twice within a 6 month period
- > Data usage where roaming outside of the UK and exceeding more than 25GB within a single billing period*
 - > A charge of £2.85 **per GB** will apply as standard after the initial 25GB roaming fair usage allowance is exceeded. This applies to Vodafone tariffs from the 1st July 2022 and O2 tariffs from 1st August 2022.
- > **UK to EU international minute usage above 3000 minutes within a single billing period**

We may investigate usage in order to ascertain whether your unlimited usage is in line with these guidelines. In the event inappropriate usage is determined then we reserve the right to restrict services, adjust the plan or terminate the agreement based on the severity of the misuse.

Voice Tariffs

Most of our voice tariffs include bundled SMS and data allowances, in addition to inclusive minutes. The purpose of these tariffs is to cater for appropriate end-user consumption where the subscription is utilised within a smartphone, or similar voice-enabled device. Where voice tariffs are used for non-appropriate consumption, such as data only, we reserve the right to restrict services, adjust the plan or terminate the agreement based on the severity of the misuse.

Gateways/Artificially Inflated Traffic (AIT)

we do not allow SIMs to be used in any equipment which enables the routing of calls or data (including, without limitation, text or picture messages) from fixed apparatus or standard devices to mobile equipment, by establishing a mobile to mobile call or transmission. Nor does it allow the use of any equipment which enables the sending of bulk SMS, voice or data services.

We reserves the right to suspend without notice should we believe that such equipment is being used. During suspension, the liability for any access charges or calls will rest with the customer.

Roaming

We have introduced a Fair Usage Policy to ensure end user allowances are being used for purpose whilst roaming.

Policy Terms...

Inclusive roaming services on our mobile tariffs have been built for business users who travel periodically, and not those who roam across foreign networks on a semi-permanent or permanent basis.

If a customer uses their mobile in destinations outside the UK that qualify for inclusive access to standard bundles (this includes those countries that qualify for daily roaming services such as World Travel Select and/or legislation such as Roam Like At Home), and they have spent more time abroad than at home with their roaming use exceeding their domestic use, we will consider them a permanent roamer and charges will apply in line with our standard roaming out of bundle costs. Please be aware that roaming activity will continue to be measured over a four-month period.

Please note, we reserve the right to disconnect subscriptions and apply a standard £35 Cease Fee per subscription, in instances where terminations occur due to breach of listed policy