

Trust

Benchmark employer / Customer experience / **Personal data** / Support for families / Radio waves / Responsible purchasing

Protecting personal data

Challenges / vision / beliefs

The increasing dematerialisation and digitisation of daily activities transmits exponential amounts of data on operators' networks every day.

- A significant proportion of this data is personal data created by the users themselves.
- However, these users are increasingly concerned about the use and confidentiality of the digital information they share.

Orange aims to create a secure and reassuring digital landscape for all of its residential and business users:

- We have taken an initial formative step by publishing an Orange charter on data protection and personal privacy.
- However, the Group must confirm its commitment by adding to the procedures already implemented and by deploying simple-to-use resources to help our customers and users to control and manage their personal data and how it is used on the Orange platforms.

Roadmap

- Controlling risks throughout the life cycle of offers
 - From their design: Orange products and services are assessed for risks using the High Level Risk Assessment (HLRA) method during their development;
 - During use: a full range of security solutions is provided to residential and professional customers to protect their devices and prevent attacks.
 - Global security policy compliant with the ISO 27001 standard on information security management systems, associated with regular internal security audits carried out by a dedicated division
- Developing tools to provide our customers with the means to manage the personal data they provide on Orange platforms, for all services managed by Orange

Customers and use of their data: an ethical alliance

At the crossroads of debates on customer relations, new devices and cyber-security, data is becoming a topical and ethical subject. What do companies do currently to protect and supervise the collection and use of data?



Thematic data sheets

Corporate Social Responsibility

Indicators / Key figures

Every day, Orange handles the exchanges and data of 263 million customers worldwide.

News / achievements

- Implementation of governance focused on responsible and proper management of customer data:
 - Launch of the international Data Strategy & Governance programme by the Executive Committee.
 - Objective: defining best practices that enable us to maximise the use of our customers' data for the purposes of innovation, improving our customers' experience, fighting fraud and increasing our operational performance. And outlining the principles for the legitimate and responsible use of data.
 - Orange is therefore developing an approach that goes beyond compliance, and which provides our customers with simple applications to control and manage the data they share with Orange.
 - Appointment of a Data Protection Officer by the Executive committee at Group level.
 - Their mission: to monitor and support Orange in the implementation of data protection measures.
- Customers control and manage the personal data they provide on Orange platforms, for all services managed by Orange:
 - Launch of a badge of trust in France for 6 Orange mobile applications and 5 partner applications.
 - An application allowing customers using mobile applications on a smart phone to see what data is used by these applications and to control usage where allowed by the application.
- French stores: training modules in stores for customers on protecting their personal data.

Going further

- [Personal data: giving back control to users](#)
- [Solutions for companies affected by cybercrime](#)