

OUTBOUND COMMUNICATIONS POLICY

Revised: October 5, 2020

Approved by: Chief Privacy Officer



SNEAK PEEK

We follow these rules to ensure we're making our outbound communications the right way.

1 HERE'S THE DEAL

Various federal, state, and local laws impose complicated legal requirements on the outbound communications we use for marketing, sales, debt collection, or other purposes. In some cases, these requirements can result in significant penalties if not followed. In addition to these legal requirements, we also follow certain industry best practices to ensure we deliver the best outbound communication experience!

2 WHAT'S IN SCOPE

This policy applies to all outbound communications to current, potential, or former customers (both consumer or businesses) sent by, or on behalf of, T-Mobile, including any of its brands. It covers (in section 4.2) phone calls (voice, prerecorded, or artificial voice), text messages (SMS, MMS, RCS and any other similar technologies), voicemail messages, email messages (in section 4.3), direct mail (in section 4.4), and faxes (in section 4.5).

This policy does *not* apply to communications we make in an emergency or that are required by government or regulatory authorities. If you're not sure whether an outbound communication is covered by this policy, contact your Legal partner for clarification.

3 ROLES & RESPONSIBILITIES

This policy applies to all T-Mobile employees, contractors, contingent staff, and business units that engage in outbound communications. You should loop in Legal on all outbound communications covered by this policy. You should also consult with Legal (start with your usual Legal partner or email OBCQuestions@T-Mobile.com) to determine applicable requirements before bringing on board or using vendors or service providers to engage in outbound communications. There's a lot to know about outbound communications – Legal is here to help!

4 POLICY

4.1 GENERAL POLICIES FOR ALL OUR OUTBOUND COMMUNICATIONS

4.1.1 Honoring Recipient Marketing Preferences

We Let Recipients Control Whether and How They Receive Marketing Communications. T-Mobile provides several options for customers and non-customers to control the marketing communications they receive and allows customers to “opt-in” or “opt-out” of such communications by channel (i.e., phone, email, direct mail). These include self-service options such as my.t-mobile.com or t-mobile.com, My Account (for Metro customers), contacting Care, using the Privacy Mailbox at Privacy@T-Mobile.com, or responding as directed within an outbound T-Mobile marketing message. Any request that reasonably expresses a desire not to receive phone or text marketing communications (however we receive the request) should be treated as an opt-out request.

The internal system of record for opted-out contact information in T-Mobile’s Internal DNC List is Customer Profile Database (CPD). Opt-out information may be stored in other systems (e.g., the Gryphon system used for legacy Sprint customers, the Metro billing system used for Metro customers) if those systems regularly sync opt-out information with CPD.

We Honor Marketing Opt-Out Requests. We honor opt-out requests **within 10 business days** unless Legal has approved an exception. **If a recipient has opted out of marketing communications via a channel, you cannot market to them via that channel unless Legal determines that an exception applies.**

We Store Records of Recipient Marketing Preferences. We keep a history of all marketing preference choices and updates; it is maintained indefinitely with on-demand access to Legal for investigating and responding to consumer DNC-related inquiries. We keep opted-out contacts on T-Mobile’s Internal DNC List according to the following schedule:

- *Email Addresses:* Indefinitely unless the customer/non-customer affirmatively opts the email address in to receive marketing emails.
- *Telephone Numbers:* For opted-out phone numbers associated with a T-Mobile customer, at least five years after the associated T-Mobile account is closed unless the customer affirmatively opts the phone number in to receive marketing phone calls or text messages. For opted-out phone numbers not associated with a T-Mobile customer, at least five years unless the current owner or customary user of the phone number affirmatively opts the phone number in to receive marketing phone calls or text messages.
- *Recycled T-Mobile Telephone Numbers:* May be removed from T-Mobile’s Internal DNC List at the time it is associated with a new customer (e.g., at activation). The marketing

preferences associated with recycled phone number will be reset to the default preferences for new customers.

- *Direct Mail (Postal) Addresses:* For opted-out addresses associated with a T-Mobile customer, at least five years after the associated T-Mobile account is closed unless the customer affirmatively opts the addresses in to receive marketing mail. For opted out addresses not associated with a T-Mobile customer, at least five years unless the current owner or customary user of the address affirmatively opts the address in to receive marketing mail.

4.1.2 What We Consider A Marketing Communication

Whether a communication should be treated as a marketing (or non-marketing) communication is determined by Legal on a case-by-case basis. Generally, a marketing communication is any communication via any channel to any recipient that is intended to encourage the purchase of any property, goods, or services (including those offered by T-Mobile) or that advertises the availability or quality of any property, goods, or services (including those offered by T-Mobile). This includes communications where the purpose of the call is to close a sale over the phone (i.e., sales calls) and can also include communications where the primary purpose of the communication is non-marketing (e.g., a service communication containing an upsell element or a service communication that transitions into a marketing communication).

Treat all outbound communications as marketing communications unless/until Legal confirms that the communication can be classified as a non-marketing communication.

4.1.3 Our Marketing Policy Also Applies to Outbound Communications

Like any other public-facing materials, outbound communications are subject to [T-Mobile's Marketing Policy](#). Legal review of the specific content of outbound communications will help ensure compliance with other applicable laws, regulations, best practices, and codes that may not be specific to an outbound communications channel.

4.1.4 How We Document Exceptions

T-Mobile's Legal team will document any exceptions to this policy in writing.

4.1.5 How Long We Store Records Related to Outbound Communications

Unless otherwise stated in this policy, we retain records created in the course of outbound communications campaigns covered by this policy for the period specified for Customer Marketing Records in the [T-Mobile Records Retention Schedule Standard](#).

4.1.6 Treating Business-to-Business Communications Differently

Some of the federal and state laws that govern outbound communications do not impose the same restrictions on business-to-business (e.g., T-Mobile For Business) communications as business-to-consumer communications. For that reason, Legal may approve exceptions to this policy for certain business-to-business communications that would not be approved for comparable business-to-consumer communications. **However, absent an approved exception, all the restrictions in this policy apply to both business-to-business and business-to-consumer communications.**

4.2 HOW WE MAKE PHONE CALLS & SEND TEXT MESSAGES

4.2.1 Requirements for All Phone Calls & Text Messages

We Only Call or Text at Certain Times. Some types of calls or text messages (e.g., marketing, collections, etc.) may only be sent at certain times of the day or on certain days of the week. We only make outbound calls and send text messages at the times and dates outlined in T-Mobile's [Calling Hours and Holiday Restrictions Policy](#).

Calls & Text Messages to Our Customers Are Free. We make all outbound calls and text messages to T-Mobile wireless numbers free to the recipient and don't decrement (deduct from) any minute/message allotment associated with the recipient's service plan (if they have one).

We Don't Send Text Messages to Non-T-Mobile Numbers Without Consent. More stringent requirements apply when we send text messages to non-T-Mobile wireless numbers. These text messages cannot be sent unless Legal determines we have obtained appropriate consent from the recipient.

What Equipment We Use to Make Calls. Federal and state laws treat certain types of dialing equipment as "autodialers" and restrict our ability to use this equipment to place calls. **Treat all dialing equipment as an autodialer unless/until Legal determines otherwise.** For this reason, **engage Legal to evaluate your dialing equipment prior to initial use to determine whether it should be treated as an autodialer.** Non-marketing calls to T-Mobile wireless numbers may be either manually dialed or autodialed. Manually dial any other outbound calls unless Legal has approved the use of an autodialer. Legal typically approves the use of an autodialer only where the recipient has provided the appropriate consent or for certain calls to existing wireless customers that relate to wireless service (this is sometimes referred to as the "Wireless Carrier Exemption").

If Legal approves the use of an autodialer, the autodialer may not be used in such a way that two or more phone lines of a multi-line business are engaged at the same time.

How We Use Pre-Recorded or Artificial Voice, Generally. Outbound calls that use pre-recorded or artificial (i.e., synthesized) voice may only be made to T-Mobile wireless numbers unless Legal approves otherwise. Pre-recorded and artificial voice calls may be subject to additional time/date

restrictions outlined in our [Calling Hours and Holiday Restrictions Policy](#), and are subject to additional requirements in section 4.2.2 if used for marketing.

Identify T-Mobile as the entity responsible for initiating the call at the beginning of any pre-recorded or artificial voice message. And always provide a toll-free number that the recipient can call to speak with a T-Mobile representative.

We Transmit Accurate Caller ID Information. No misleading caller identification information may be transmitted in any T-Mobile outbound call or text message. Obtain Legal approval in advance before modifying any caller identification information (e.g., using a local area code or changing the name of the calling party to “T-Mobile”).

We Always Identify Ourselves in Text Messages and Voicemails. Indicate that any text message we send or voicemail we leave is from T-Mobile or, where appropriate, another T-Mobile brand (e.g., Metro By T-Mobile). We also identify ourselves in marketing calls as discussed in section 4.2.2. And our voicemail messages always include a toll-free number that the recipient can call to speak with a T-Mobile representative.

Additional Requirements May Apply. Consistent with section 4.1.2, **treat all phone calls and text messages as marketing calls/messages unless Legal determines that the calls/messages are appropriately classified as non-marketing calls/messages** (i.e., service calls/messages or debt collection calls/messages). Marketing calls/messages are subject to additional requirements set forth in section 4.2.2 and 4.2.3.

4.2.2 Additional Requirements for Marketing Calls & Text Messages

We Don’t Make Marketing Calls or Send Marketing Text Messages to Everyone. In addition to T-Mobile’s Internal DNC List discussed in section 4.1.1, the Federal Trade Commission (“FTC”) and certain state agencies also maintain do-not-call lists of individuals who have requested not to receive marketing calls/messages. No marketing calls or text messages can be made to any non-customer (i.e., prospect marketing) telephone numbers on any of these lists unless Legal determines that a valid exception (such as the existence of an established business relationship) applies.

We Don’t Call or Text Certain States. To address state restrictions, we remove (i.e., suppress) some states from our calling and texting campaigns. Unless approved by Legal, we do not make any marketing calls or send marketing text messages to residents of Arizona, Indiana, or New Jersey. Unless approved by Legal, we do not make marketing calls or send marketing text messages to residents of Mississippi who are not already T-Mobile customers. When you submit a proposed call or text message for Legal review, Legal will advise if any additional states need to be removed.

What We Put in Our Marketing Text Messages. If your marketing message does not relate to T-Mobile wireless service, Legal will need to evaluate whether the recipient has provided appropriate consent. Obtain advance Legal approval before sending these messages.

We Honor “Reply STOP” Requests. When a recipient replies “STOP” in response to a marketing text message, we will add the phone number that received the text message to T-Mobile’s Internal DNC List.

We Don’t Market to Canadian Phone Numbers Via Text Message. Unless approved in advance by Legal, no marketing text messages can be sent to phone numbers with Canadian area codes.

4.2.3 Additional Requirements for Marketing Calls

What We Say and Do in Our Marketing Calls. Identify T-Mobile as the entity responsible for initiating the marketing call, provide the name of the person making the call, and provide a toll-free number that the recipient can call to speak with a T-Mobile representative.

Unless approved in advance by Legal, no upgrades, upsells, or sales may be completed on an outbound marketing call. Calls can schedule appointments for the recipient to visit a T-Mobile store to complete an upgrade, upsell, or sale.

Marketing Calls Ring for a Certain Amount of Time. Allow any marketing call to ring for at least 15 seconds or four rings before you hang up. Marketing calls should not ring for more than 5 rings or 30 seconds.

We Stop the Call if the Recipient Isn’t Interested. Politely and immediately end a marketing call if a recipient says that she or he is not interested in a promotion or does not want to hear more about an offer.

We Have Additional Rules for Calls That Don’t Immediately Connect to A Live Representative. Depending on the equipment used to conduct an outbound calling campaign, T-Mobile representatives conducting live calls may not always immediately connect to the recipient when the recipient answers the call. In these circumstances, additional requirements will apply:

- Within two seconds of the recipient answering the call, a T-Mobile representative should be available to speak to the recipient. Document the success rate in meeting this requirement for each 30-day period in an outbound calling campaign and store the records for the period specified in the [T-Mobile Records Retention Schedule Standard](#). Promptly notify Legal if the success rate in meeting this requirement in any 30-day period falls below 98 percent.
- If a live representative is not available to speak within two seconds of the recipient answering the call, play an “identification message” stating that the call was for “telemarketing purposes” and providing T-Mobile’s name and a toll-free number the recipient can call to be added to T-Mobile’s Internal DNC List. Include an automated voice or key press-activated option in these calls that the recipient can use to be automatically added to T-Mobile’s Internal DNC List and immediately terminate the call.

How We Use Artificial or Prerecorded Voice for Marketing Calls. All use of artificial or prerecorded voice for marketing calls is prohibited unless Legal determines that the recipient has provided the appropriate consent to receive the call or that an exception applies.

If approved by Legal, include an automated voice or key press-activated option that the recipient can use to be automatically added to T-Mobile's Internal DNC List and provide instructions on how to use this option at the beginning of the call (within two seconds of identifying T-Mobile as the source of the call). Provide a phone number that the recipient can call to request that she or he be added to T-Mobile's Internal DNC List.

If the artificial or prerecorded voice message is left on the recipient's answering machine or voicemail, provide a toll-free number that connects directly to an automated voice or key press-activated option that the recipient can use to be automatically added to T-Mobile's Internal DNC List.

4.3 HOW WE SEND EMAILS

4.3.1 Requirements for All Emails

We Transmit Accurate Information About the Email. Header information, including the source, destination, and routing information, domain name, and sender's email address cannot be false, misleading, or concealed. Include a subject line and make sure it is not false or misleading.

4.3.2 Additional Requirements for Marketing Emails

We Don't Send Marketing Emails to Everyone. As noted in section 4.1.1, T-Mobile maintains an Internal DNC List of email addresses that have been opted out of marketing emails. No marketing emails can be sent to any email address on this Internal DNC List unless Legal determines that a valid exception applies (e.g., the recipient subsequently consented to receive the email).

Marketing emails also cannot be sent to certain email domains associated with wireless services (e.g., tmomail.net, mymetropcs.com, messaging.sprintpcs.com, etc.). The FCC maintains a list of prohibited domain names at <https://transition.fcc.gov/cgb/policy/DomainNameDownload.html>. No marketing emails may be sent to any email addresses on any of these domains.

What Goes in Our Marketing Emails. Include the following in all marketing emails:

- A disclosure that the recipient has the option to opt out of subsequent marketing emails.
- Either a functioning return email address or other Internet-based mechanism (e.g., an "unsubscribe" link) that can be used by the recipient to opt out of future marketing emails.
- A valid physical T-Mobile postal address.

- Identification that the email is an advertisement or solicitation.

We Don't Market to Canadian Email Addresses. Unless approved in advance by Legal, no marketing emails can be sent to email addresses associated with Canadian email domains (e.g., where the email domain ends in .ca).

4.4 HOW WE SEND **DIRECT MAIL**

We Don't Send Marketing Mail to Everyone. As noted in section 4.1.1, T-Mobile maintains an Internal DNC List of mailing addresses that have been opted out of marketing mail. No marketing mail can be sent to any address on this Internal DNC List unless Legal determines that a valid exception applies (e.g., the recipient subsequently consented to receive the mail).

4.5 HOW WE SEND **FAXES**

We Don't Market to Fax Numbers. Unless approved in advance by Legal, no marketing communications may be sent to fax lines.

We Don't Try to Identify Fax Lines. The use of any technology to dial phone numbers for the purpose of determining whether the line is a voice or fax line is prohibited.

5 QUESTIONS? - GET HELP

If you have questions about this policy or do not already have a contact in Legal, please email OBCQuestions@T-Mobile.com.

6 BE MAGENTA

Employees who fail to follow this or any other T-Mobile policy may be subject to discipline, up to and including termination. Policies can be updated at any time. It's your responsibility to ensure compliance.

7 SEE SOMETHING, SAY SOMETHING

Any T-Mobile employee who has knowledge or good faith suspicions of a violation of this policy must make a report to one of the following:

- their manager (unless the manager is implicated in the report),
- their HR Business Partner
- the Compliance and Ethics Office at T-MobileCompliance@T-Mobile.com,
- or the INTEGRITY LINE at 1-866-577-0575 or online at T-MobileIntegrityLine.com.