

## Profiling of client data for marketing purposes at Telia Eesti AS

### What is profiling?

For Telia, profiling for marketing purposes refers to data processing in which we process the Client's data with data processing technologies, by using various methods of statistical or mathematical or predictive analysis for creating various links, probabilities, correlations, patterns, models, marketing profiles, etc. As a result of the aforementioned, Telia can predict or derive the Client's expectations, preferences and needs regarding the consumption of goods and services offered by Telia.

The distinction between profiling and other automatic marketing data processing is that profiling will help derive or predict additional data concerning the Client (see examples down below) which may result in non-compliance with reality.

Telia uses profiling for marketing purposes concerning communication data only with the Client's consent and, in other cases, within Telia's legitimate interests.

### How does Telia use profiling for marketing purposes?

Telia uses profiling for marketing purposes, for example, as follows:

- **General segmentation, creation and assignment of client types or profiles**, in which we can analyse clients' demographical data (age, gender), service usage data and other aggregate data by using a number of different (specific for various cases), internationally recognized statistical analysis methods to conduct profile analysis, in order to develop different client segments, types or profiles, and, based on the identification data and probability assessment used in the profile analysis, we can determine the specific client segment, type or profile (e.g. technology savvy client) and use this assessment for different marketing decisions (making an offer to the client, displaying personalized content and advertising in the e-environment, etc.);
- **Behaviour and interest assessments on the basis of the Client's journey**, in the case of which we can analyse use clients' data related to the use of services, website visit data and other data concerning purchasing behaviour and consumption, as well as various methods of statistical analysis and profile analysis, in order to derive client behaviour patterns, models and client types, and, on the basis of the aforementioned, provide a probability assessment on how interested a specific client would be in ordering and using a specific service, thereby predicting the client's interest rate, etc.;
- **Location-based offers**, in the case of which we can analyse data from clients who used communications services in the area of a specific event etc., and use methods of statistical analysis and profile analysis to decide whether or not to send a marketing offer or message to a specific client.