Social issue: security & privacy

To provide each customer with hassle-free access to our Internet and mobile products and services, we are constantly alert and respond actively to risks and vulnerabilities.
KPN, fully engaged in the community

As a reliable and transparent service provider, KPN is fully engaged in the community. This requires modern, well-considered policies that enable us to respond to social change and trends. Besides as a service provider, we not only want to respond to social trends, but we also want to help shape and strengthen them. Indeed, we not only want to respond to social trends, but to help shape them. That’s why our investment goes beyond technology and services and into social activities as well.

In developing our strategy for 2011-2015, we reviewed our social policies and identified five key social themes:

- Best ICT infrastructure
- Future healthcare
- New Way of Living & Working
- Energy conservation
- Security & privacy

Based on these themes, we believe KPN can offer structured and lasting added value to society as a modern ICT service provider.

Increasing dependence on the Internet

The world thrives on the Internet. Society, business and our personal lives are increasingly dependent on the worldwide web. And ever more confidential information is being transmitted over the Internet. Society expects that ICT services will process this data safely and carefully. KPN wants to offer this trust to its customers – public authorities, business and citizens – anytime and anywhere. Yet at the same time, safety and privacy are increasingly under pressure. Think of digital crime (cybercrime and hackers), but also the huge growth in social media where our personal information can all too easily get ‘on the street’.

As the largest carrier and manager of digital data in the Netherlands, we are aware of our responsibility in matters of the safety and sensitivity of private data. Fortunately, we can draw on years of knowledge, experience and expertise in the ICT field. As the largest IT service provider, we aim to guarantee that every customer can use our Internet and mobile products and services without concern. Government, companies and organizations need to be confident that their data is safe and secure in our data centers and in the cloud.

Active commitment, broad product & service portfolio

In privacy and security, we work closely with other parties. With our broad portfolio of products and services for all segments of society, we show that security and privacy is, and always will be, our highest priority. These products and services include:

- Advanced services for government, police and the military; plus highly secure data centers
- Firewalls, antivirus and anti-spam products for business
- Partnerships with specialized companies to grow our expertise in security
- Professional and well-developed security and safety policy for our employees
- CEO Eelco Blok is co-chair of the Cyber Security Council
- Participation in privacy interest and trade associations, such as the privacy committee of the Dutch entrepreneurs union VNO-NCW and ICT ~Office
- Participation in the Working Group on Combating Child Pornography
• Regular consultation with the government, regulators and civil society on privacy issues

**Privacy: determined by customer choice**
We respect all relevant legislation which protects customers’ privacy. That means we never listen to or look at our clients’ communications. And we only use our customers’ information, as far as we need them, for the provision of services within the terms of the contract agreed with them.

We could use customer data to provide an even better service, for example, to advise customers on the best contract for them. However, we only do this with the explicit agreement of the customer. If the customer does not want us to advise them, we will not do so.

We have noticed that different customers view privacy and data protection differently. With the rise of social media like Facebook and Twitter, a change is taking place. Younger people, especially, are willing to share more personal information with each other than before. In response to this change we are looking for opportunities to offer our customers more choices for sharing their data. But, this will always be within the framework of the legal requirements relating to privacy protection.

**Security: ‘get your act together’**
We see cyber security as a journey, not a destination. An important condition for cyber security is the acceptance of a permanent and in some cases growing threat, and thus a sense of vulnerability. We must be aware of the danger that is both permanent and always changing. Only then can we remain alert and willing to work actively on the security of our Internet. Complete prevention is impossible, but we can act quickly and effectively.

At KPN, we work on security continuously. Firstly by preventing vulnerabilities. Our information security is set out in clear security policies. But putting these into practice requires commitment from all employees in our organization. As a company, you are only as strong as your weakest link.

Secondly, a specialized team is continuously active in detecting potential threats to our networks, systems and services. Obviously, these ethical hackers take appropriate measures so that potential threats can be nipped in the bud.

Thirdly, we have a dedicated recovery team ready to tackle any urgent problems or incidents in the security of KPN’s systems and networks. In the Security Operations Center, specialists monitor our systems and networks 24 hours a day, 7 days a week. They act quickly to provide a solution to any urgent problem.

We also offer our customers this continuous monitoring and urgent problem solving for IT networks and systems. However, security is not only a matter of technology; it’s how people interact with that technology. So, everyone has a crucial responsibility. The first advice is to take your own precautions, in other words: “Get your act together!” For example, by using a good anti-virus program and choosing secure passwords.

Of course, security challenges are too large for a single person to manage alone. We must all work together to solve and prevent incidents. That requires investment. And not just in time, energy, knowledge and skills and technology. It also costs money. KPN does
this investment and is willing to work together with businesses, governments and research partners – both at home and abroad. We work with champions in the security field to strengthen our leading role in this area. And we help our clients to organize their own cyber security optimally.

We are willing to cooperate constructively with anyone who discovers a possible leak, including ethical hackers. We consider the security knowledge within this community to be very valuable. The only prerequisite is that they use this knowledge responsibly. If hackers adhere to KPN’s Responsible Disclosure, then we will happily work with them.

Dedicated children’s group
We want everyone to benefit from the possibilities of the digital world, without having to worry about who is out there. For this reason, we support initiatives that contribute to raising awareness of safer Internet use for children, such as child-friendly web browser MyBee. We also contribute to projects such as Meldpunt Kinderporno that help prevent abuse. Finally, we encourage parents to monitor how their children are using our products and services.