

CYBER SAFETY

We work with industry, government, law enforcement and community organisations to help our customers understand and manage the risks associated with the online world. This year, we released new research into the key cyber safety concerns for parents and provided advice on how to manage the risks through public announcements, our social media channels and on our website.

PRIVACY PROTECTION

Protecting our customers' privacy is a core priority, and we know that we have to do better. While this year's privacy complaints remained relatively stable, there were a number of regrettable privacy incidents involving customer data. Our response to these incidents was to immediately contain the breach, identify the source, notify impacted customers and put in place remedial actions.

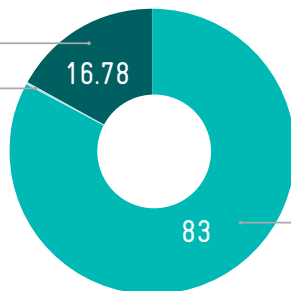
We have since reviewed product and technology development and deployment processes, and committed to improving staff training to ensure that privacy and security controls are properly implemented. We continue to take a strong, proactive approach to prevent such incidents from happening again.

EVERYONE CONNECTED – CUSTOMER PROGRAMMES

% OF TOTAL INVESTMENT

CHARITY AND
NON-PROFIT
DISCOUNT

DISABILITY
SUPPORT
0.22



ACCESS FOR EVERYONE

- **Disability Equipment Hotline:** 32,000 calls
- **Disability Equipment programme:** supplied 9,600 products

- **Pensioner discounts:** 1.154m households
- **Free home phone service:** 80,000 customers
- **Rebate certificates for payment of Telstra bills:** 2,600 customers per month
- **Secure phone services:** 1,500 community crisis accommodation providers



CELEBRATING TEN YEARS OF ACCESS FOR EVERYONE

This year marks the tenth anniversary of our *Access for Everyone* programmes, which assist people on a low income or facing financial hardship to stay connected. Since 2002, we have provided benefits to the value of two billion dollars as part of these programmes. To deliver *Access for Everyone*, Telstra works with over 2,000 community organisations across Australia – from large national organisations such as The Salvation Army to smaller local community agencies like the Tangentyere Council in Alice Springs (NT).

In 2012, we added the Cancer Council to the list of agencies we support, helping them to ease the financial burden experienced by many people after the news of a cancer diagnosis. Telstra's bill assistance certificates will increase the impact of the Cancer Council's Financial Assistance Programme, helping people affected by cancer stay connected and reducing their financial burdens during a time of need.