

Telefónica O2 Czech Republic, a.s.

# Integrated Management System Policy

*(The policy associates requirements of the international standards ISO 9001, ISO 14001, ISO 27001, OHSAS 18001, WH&P and EFQM Model Excellence)*

## Customer focus

Satisfaction and loyalty of our existing as well as potential customers are the most critical preconditions assuring permanent success of our business. We carefully listen to our customers' needs and expectations, try to understand and accommodate them. We feel responsible for our customers and try to surprise them with new, interesting and practical ideas. We select our products to make sure they have no negative impact on customers' health and are friendly to the environment. To assure our customers about their information being handled properly, and to reinforce their confidence in our company, we make sure that all information is duly protected.

## Result oriented

We create an environment where policies, strategies and objectives are defined in the long and short term to make sure that they contribute to customers, owners, employees as well as other stakeholders. We anticipate the needs and expectations of all stakeholders. When designing, developing and implementing our products we make sure to select technical solutions that positively affect the safety and health of users and stakeholders, and are environmentally friendly. We ensure effective protection and security of data on the requested level in order to maintain its confidentiality, integrity and availability.

## Leadership and consistent plans and objectives

The company's management supports and motivates other employees to increase the quality of provided products, implement information security exceeding the requirements set by the valid legislation, improve the system of environmental protection, create safe and healthy environment free of any risks for the people's health. Following a thorough evaluation of all available information and experience, the management initiates changes of activities, processes and relations with all the stakeholders in order to accomplish the declared company's vision and strategy in the long-term.

## Process and fact based management

We see the key to permanent prosperity, competitiveness and value increase of the company in effective management and ongoing improvement of our processes. We systematically monitor, evaluate and optimise the processes to make sure that they are permanently of the highest quality, and that our customers and partners can always rely on them wherever they are. We manage our processes to ensure their continuity with the valid legislation of the Czech Republic and the European Union, international treaties as well as other environmental, occupational health and safety and information security requirements. For the areas that are not covered by the legislation in detail we obtain expert opinions, evaluate them and strive to achieve the highest standards in accordance with the best practices.

## Employee development and involvement

We promote the atmosphere of open communication and knowledge sharing, we continuously develop our creative, personal and professional potential, consult potential risks and motivate one another. We are proud of our work and we strive to achieve the highest possible level of customer satisfaction.

By educating our employees we systematically increase their awareness of environmental, security and safety at work, product quality and information security issues to make sure they are familiar with the consequences and impact our activities may have on these areas, and to ensure that they will be able to adopt effective precautions. We provide our employees with information about how our policies and objectives are accomplished.

## Continuous education, innovation and improvement

We always look for opportunities for improvement and are flexible in implementing them into our products increasing thus their value. We present the latest products and complex technologies in a way that is easy to understand for our customers, and we make the products simple to use to make our customers' life easier.

We permanently monitor and analyse the operation of our telecommunication networks as well as all the other activities in order to determine realistic measures to improve the quality of our products, environment, occupational health and safety and security of information.

## Development of partnership

We respect the interests of our owners, suppliers and partners. We build long-term relations based on the mutual trust, openness, respect and solidarity. We evaluate qualifications of our existing and potential partners and manage the mutual cooperation taking into consideration their attitude to the environment, quality, occupational health and safety and information security. We provide a clear definition of requirements for the quality of products, environmental protection, occupational health and safety and information security to be observed by our partners. Our partners are systematically informed about these requirements and their accomplishment is monitored. We support open communication and exchange of information with our partners in all areas of our activities.

## Corporate social responsibility

We actively adopt, implement and develop the corporate social responsibility and business ethics concept in order to improve the quality of life of individuals, local communities and the society. We strive to minimise any negative environmental impacts and adverse effects on safety and health protection. All information regarding our attitude to protecting the environment, health and safety at work is available to the general public. We guarantee protection and security of all customer, employee and partner data.

We support open exchange of information and dialogue with customers, employees, suppliers, state and local governments, ecological organisations as well as other stakeholders. We cooperate with national and international organisations and share our experience regarding the implementation and perfection of our integrated management system.

We protect the health of our employees and stakeholders. We want all employees to take the responsibility for their own health, as well as the health of their colleagues, our customers and other stakeholders, and to protect their information. Our employees are encouraged to actively look for and prevent any risks that may threaten safety at work, health protection and information security.

Prague  
January 15, 2007



David Vandrovec  
IMS Coordinator



Jaime Smith Bastera  
CEO, Chairman of the Board of Directors