

## Press release

5<sup>th</sup> July 2018

### **O2 launches new family plan with powerful online safety tools**

- ***New Family Plan offers one simple account and bill with up to 50% discount on up to 20 connections***
- ***The plan includes a full subscription to parental controls software, Qustodio Premium, at no additional cost***
- ***O2 customers also benefit from exclusive family offers and perks via Priority as well as free personalised support from O2 Gurus***

O2 is today launching a brand new Family Plan, bringing together family billing, savings and online safety for O2 customers.

The unique plan provides one simple account and bill for the entire family, offering up to 50% discount on up to 20 connections. Customers adding additional connections can choose from any O2 Refresh pay monthly tariff or SIM only tariff, with unlimited minutes and texts on tariffs over 1GB. To reduce the hassle of juggling multiple services, contracts and bills, customers will receive just one transparent easy to understand bill, easily managed any time via the My O2 app.

For families taking additional new or upgrading connections and especially those with young children, the Family Plan includes a full subscription to parental controls software, Qustodio Premium, at no additional cost. Unlike some other parental controls which are limited to one network or operating system (OS), Qustodio Premium is network, OS and device agnostic working across iOS, Android, Mac and PC on mobiles, tablets and computers. The feature rich and easy to use application gives parents a comprehensive set of tools to help them monitor and manage their children's online world. It gives parents the ability to:

- Block inappropriate content with smart filters
- Balance children's screen time across multiple devices
- Set time limits for specific games and apps, or block certain ones from running altogether
- Monitor time spent on social media sites
- Location tracking and emergency features such as panic alerts

The Family Plan also gives families access to an online hub featuring free help and advice from O2's award winning partnership with the NSPCC. The advice aims to equip parents with the knowledge, skills and confidence to help keep their children safe online. For example it includes access to the Net Aware guide, a guide to the top 40 apps, games and social media sites that children are currently using.



As part of O2's broader commitment to families, customers can benefit from exclusive family offers and perks via O2's benefits programme, Priority. These include free access to top UK attractions throughout the summer.

O2 customers also receive free access to O2 Gurus, both in-store, online and over the phone, offering personalised device and technical support.

**Nina Bibby, O2's CMO** comments "We recognise that managing family life in today's digital world can often be complicated and as a parent myself I have first-hand experience. So our new Family Plan has been designed to keep our customer's family mobile bills both simple and affordable, whilst also providing peace of mind when it comes to online safety with comprehensive parental controls software. Combined with access to exclusive family offers and personalised support, we want to help simplify our customer's lives so they can make the most of that invaluable family time."

All customers are automatically barred from accessing 18+ content on the O2 network as well as O2 Wifi. Customers need to age verify in order lift this bar. O2 also provides a free opt-in Parental Control service which limits the websites children can access on the network.

For more information visit [o2.co.uk/family](https://o2.co.uk/family)

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#### **About O2**

O2 is the commercial brand of Telefónica UK Limited and is the mobile network operator with the highest customer satisfaction in the UK according to [Ofcom](#) and [The Institute of Customer Service](#). With 25 million customers, O2 runs 2G, 3G and 4G networks across the UK, as well as operating its nationwide O2 Wifi service. O2 has over 450 retail stores and sponsors The O2, O2 Academy venues and England Rugby.

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