

PRIVACY NOTICE

PLDT Conversational Artificial Intelligence

PLDT Inc. (“PLDT” or “We”) respects your fundamental right to privacy and we commit to take great care in safeguarding your personal data. As We use the PLDT Conversational Artificial Intelligence (“PLDT Conversational AI”) system to contact you, and in compliance with the Data Privacy Act, We share with you the principles that govern how your data will be collected, processed, and shared.

Why we collect and process your personal data

The PLDT Conversational AI system allows PLDT to do call-outs to PLDT Home Customers under varying scenarios, such as when We need to reach out to you for bill payment reminders or when We need to inform you of possible account settlement options that you may explore. Do note that the PLDT Conversational AI system will not involve a human agent, but instead, you will be conversing with a type of AI called a natural language processor (“NLP”) which is able to understand your spoken speech and respond based to what you say.

When We use the PLDT Conversational AI system, We utilize PLDT Home customer-on-record (“COR”) data for the following purposes:

Data Item	Purpose
COR telephone number	So that the PLDT Conversational AI system may reach out to you through a voice call. The telephone number is also declared by the PLDT Conversational AI system to the recipient of the call, to confirm if the individual being called is the account owner to which the telephone number is connected to.
COR mobile number	So that the PLDT Conversational AI system may reach out to you through a voice call if it is unable to reach you through your telephone number.
COR first and last name	To validate if the person being called is the COR, or is an authorized representative (“AR”) of the COR (the PLDT Conversational AI system will ask the person who answered the call for the COR name to validate an identity).
COR birthday	To validate if the person being called is the COR, or is an AR (the PLDT Conversational AI system will ask the person who answered the call for the COR birthday to validate an identity).
COR last bill payment details	To validate if the person being called is the COR, or is an AR (the PLDT Conversational AI system will ask the person who answered the call for the details of the last bill payment).

PLDT Home account bill balance and due date	The PLDT Conversational AI system will declare this to the COR/AR, as part of the reminder for the unsettled bill.
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Once identities have been verified, the PLDT Conversational AI system will request for consent from the person being called as a condition for the call to proceed; this consent applies to PLDT use of artificial intelligence (AI) to process your data (this consent will only apply to the current call only and will not apply to future AI based processing that PLDT may conduct).

The PLDT Conversational AI system will also request for consent for the call to be recorded (for purposes of reference, in cases of complaints, and for PLDT internal audits).

During the call, the PLDT Conversational AI system may collect information/answers from you, for example, when you plan to pay your bill, or if you want to request for a bill payment extension, or if you want to speak to a human agent instead.

Do note that after the call, there will be a process where the audio recording will be converted to a transcript (i.e., to text) which will be used as reference by PLDT on how to handle the settlement of your bill moving forward based on your responses to the PLDT Conversational AI system.

Why your personal data is shared

We have engaged the services of e-PLDT, Inc. (“e-PLDT”) for the development, hosting, operations, and maintenance of the PLDT Conversational AI system. e-PLDT has partnered with Wiz Holdings PTE Limited (“Wiz”), as the provider of the NLP solution.

When your personal data is disclosed, we ensure that it is done on a confidential basis, through secure channels, and in compliance with applicable privacy laws and regulations. Only personnel with a need-to-know will have access to your personal data.

Data within the PLDT Conversational AI system will be retained for twelve (12) months for the purpose of maintaining consent records, performance metrics, internal audits, and for complaint or aftersales handling.

How your personal data is protected

The integrity, confidentiality, and security of your personal data is important to us. This is why we strictly enforce this Privacy Notice within PLDT and have implemented technical, organizational, and physical security measures that are designed to protect your information from unauthorized or fraudulent access, alteration, disclosure, misuse, and other unlawful activities. Your personal data is also protected from other natural and human dangers.

We likewise require e-PLDT and its partners to implement an equivalent level of these security measures in their respective operations.

Your rights and choices

The Data Privacy Act gives you certain rights to your personal data. Subject to exceptions under the law, you are entitled to request:

1. Access to the personal data we process about you;
2. Rectification of your personal data if it is found to be outdated, inaccurate, or incomplete;
3. Erasure of your personal data in cases where it is no longer needed to achieve the legitimate purpose of its processing;
4. Restriction of processing of your personal data in limited circumstances;
5. Portability of your personal data so that you may receive a copy thereof or that we transmit the same to another company on your behalf.

Depending on the circumstances, such as when we process your personal data based on your consent, you may also have the right to object to the processing thereof. If you believe that your data privacy rights have been violated through the PLDT Conversational AI system, then we encourage you to contact PLDT's Data Privacy Officer to seek resolution of your complaint. You also have the right to go directly to the National Privacy Commission or to make a claim against PLDT before a competent court.

To exercise any of your rights, you may get in touch with our Data Privacy Officer through:

PLDT Inc.
Data Privacy Office
Ramon Cojuangco Building, Makati Avenue, Makati City 1200 Philippines
dpo@pldt.com.ph