

**From:** Abigail Saul <Abigail.Saul@ico.org.uk>  
**Date:** 24 February 2016 at 17:22:00 GMT  
**To:** [REDACTED]@three.co.uk [REDACTED]@three.co.uk>  
**Subject:** Three's announcement about tackling mobile ads

Dear [REDACTED]

I and my colleagues have read with interest Three's announcement (<http://www.threemediacentre.co.uk/news/2016/shine-announcement.aspx>) about taking steps to tackle mobile ads in conjunction with Shine Technologies. We can certainly understand the issue which Three is seeking to address.

We are keen to understand the way in which this filtering is being implemented, and we would like to have a telecon with you to discuss how this solution is working in practice. Our particular interest is in clarifying that the solution does not raise any privacy issues or concerns under the Privacy and Electronic Communications Regulations 2003, as amended.

Please can you let me know when would be a good time for us to arrange a call. My current working pattern is Tuesday to Thursday. Would you and any relevant colleagues have any time available on the afternoon of Thursday March 3<sup>rd</sup> for a call?

I look forward to hearing from you.

Kind regards

Abi

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