

USE YOUR DATA YOUR WAY

Learn Why Smartphones Consume Data Without You Actively Using Your Phone

Part 1



1. Background App Refresh

Apps may preload or update their content in the background to ensure the latest details are available when you open them. Eg: social media apps FB & Twitter which refresh feeds constantly.



2. Automatic Updates

Apps & operating systems often download updates automatically to provide the latest features & security patches.



3. Location Services

Apps that use GPS, such as maps & weather apps, may update your location periodically to provide accurate services.



4. System Processes

Various system processes, such as cloud backups (iCloud, Google Drive or Dropbox) & email syncing; run in the background syncing files or photos to keep your data up-to-date & backed up.



5. Push Notifications

Apps that send push notifications: news apps, messaging apps, weather widgets & social media platforms; require data to check for updates, new notifications & deliver them to you.



6. Analytics & Usage Data

Apps & operating system often send usage data & analytics to developers to help improve performance & user experience; as well as adverts from business. This data transmission can occur without your direct interaction.

Data used for these activities will incur Out Of Bundle (OOB) charges. To avoid OOB charges dial *675# to activate a data plan or block OOB charges by dialling *777#.

