

**Invention Title:**

Personalized Network Policies

**Invention Summary:**

Network policies for things such as QoS (when used) are not individualized. Today, operators provision similar policies on all residential gateways without any regard to individual preferences.

Thanks to social networks such as Facebook, in the last decade or so, a lot of data on individual preference is publicly available and many companies (e.g. Netflix, amazon) are using it to make all kinds of recommendations.

In this disclosure, I propose operators use of publicly available data about individual to assign customized network policies per subscriber.

**Invention Description:**

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In this disclosure, I propose operators:

- 1) Obtain individual preference data from sources such as social networks (e.g. twitter, Facebook)
- 2) Analyze this data to learn individual preference that can help decide network policies for optimized customer experience
- 3) Based on the outcome of data analysis, apply customized network policies to residential gateways

What information can be learnt from social networks that can be used to form network policies:

- 1) Data about working hours, which can be used to apply different policies at different time of the day automatically
- 2) Field of work, which can be used to optimize application traffic related to work
- 3) Upcoming travel, which can be used to temporarily de-allocate resources
- 4) online meeting, which can be used to prioritized application such as gotomeeting traffic
- 5) Employer, which can be used to prioritized traffic to the servers of the company during working hours.

**Invention Commercial Value/Customers:**

One size does not fit all. this could help improve customer experience.