

Live services – list of current exemptions from prior permission (August 2011)

No live services may be provided without prior permission from PhonepayPlus save that PhonepayPlus may identify categories of live services which are exempt from the prior permission requirement. Such exemptions may be withdrawn or modified by PhonepayPlus at any time on reasonable notice and a list of exempt categories will be published by PhonepayPlus from time to time.

Providers are hereby given Notice that the live services listed below are exempt from the requirement for prior permission, unless they are charged at more than £1 per minute where the total cost of the call *can* exceed £30, or are charged at more than £1.50 per minute:

- Live customer support services
- Live DQ services
- Live data-capture services (these are services which take callers' details so that a service or product can be provided following the premium rate call)
- Connection services for Live Conversation for UK end destinations only – these services include services enabling 'cheap' (typically 10ppm up to 60ppm) calls to hospitalised relatives and friends (please note that this does not include live entertainment services)
- Live classified advertisement services (these services usually take the form of data-capture services)
- Live alarm services (these services usually involve calls being made to the police at premium rate by alarm monitoring centres following receipt of notification that alarms have been activated)
- Live racing tipster services
- Live advice services that do not relate to 'professional' services such as legal or medical advice or provide any type of counselling service

Providers of live services that fall into the categories set out above should still inform PhonepayPlus in advance of the services they intend to operate – this can be done via Number Checker registration on [PhonepayPlus' Registration Scheme](#).

If you are unsure as to whether your service requires permission, you are strongly urged to contact PhonepayPlus' Industry Services Team on 0845 026 1060*, or at compliance@phonepayplus.org.uk.

**Calls provided by BT will be charged at up to 5p per minute. Mobile and other providers' charges may vary and are likely to cost more.*