



NOTICE TO INDUSTRY

3 September 2008

OPERATION OF PREMIUM RATE SERVICES ON 070 PERSONAL NUMBERS

Following a recent investigation into the use of Automated Calling Equipment to promote a premium rate service operating on a 070 number, PhonepayPlus is notifying the industry that where such services are found to be operating, PhonepayPlus will immediately use its Emergency Procedure to shut down these services pending a full investigation.

Under the National Telephone Numbering Plan, 070 personal numbers are only to be used for the purposes prescribed by Ofcom and revenue sharing with the end user, i.e. the person called, is clearly prohibited.

In addition, where it appears to PhonepayPlus that a service operating on an 070 personal number is a premium rate service and the charge or charge rate exceeds 10 pence per minute, or the service is a chatline, internet dialler or sexual entertainment service, PhonepayPlus will apply its Code of Practice and will commence an investigation accordingly.

Compliance advice

Compliance advice is available, free of charge and in writing, from the Executive. Please note that Executive advice is not binding on the Board, although a record of advice is maintained and taken into account should a service later be found to be in breach of the Code.

Further information

For more detailed information about how the PhonepayPlus Compliance Team can help, please feel free to contact the team either:

By email: compliance@phonepayplus.org.uk
By phone: 0845 026 1060*
By fax: 0845 026 1061*

(* Calls provided by BT will be charged at up to 4 pence per minute at all times. A set-up fee of up to 6 pence per call applies to calls from residential lines. Mobile and other providers' charges may vary).

Further information about the work of the Compliance Team can also be found on the PhonepayPlus website at www.phonepayplus.org.uk/compliance.