

# Application to Register Services which charge per page or image viewed

Date of issue: 22/01/09

## Conditions of the Registration System

This is a registration system allowing service providers to apply to PhonepayPlus for permission to operate services which charge per page or image viewed.

In order to qualify for registration you must give an assurance that your service will operate according to the declaration below. By signing the declaration you will be giving an assurance that your service will operate accordingly.

If you are unable to give an assurance that your service will operate according to the declaration below, you must make a separate application via the standard procedure so that a PhonepayPlus Tribunal can assess your case.

Please note, it is the responsibility of the service provider to complete separate applications for permission in respect of each information provider to which they provide an interconnect, or alternatively the service provider can require the information provider to complete and pay for an application which the service provider must countersign. For the avoidance of doubt the service provider or information provider may pay the administrative charge and it is one form per service provider/information provider.

Registration of services which charge per page or image viewed must be done using the separate form.

## Declaration

1. By signing the declaration at the end of this form and checking the box on page 2 you agree that, if given permission, the service will only operate according to the service description you give below.
2. You also agree that :
  - you will operate the service in accordance with any conditions set out within any permission certificate issued for the service
  - you have read and understood the PhonepayPlus Code of Practice and Prior Permissions Notice in respect of Subscription Services.
3. You understand that failure to operate the service in accordance with the service description you give below and any conditions imposed will amount to a breach of the PhonepayPlus Code of Practice and may, after consideration by a Tribunal, result in the revocation of any permission previously granted.
4. You also agree that:
  - All licences and/or permissions required to operate the service will be held throughout the period that the service is operating.
  - The information submitted in the application is, to the best of your knowledge, information and belief, accurate in all material respects, and does not omit any information which may be material or relevant to the application.  
**WARNING: A knowingly false statement may have serious consequences.**
  - You will promptly notify PhonepayPlus of any material change to the information submitted in the application whether these occur during PhonepayPlus' consideration of the application or after it has granted permission to operate the service.

- By signing this declaration you confirm that the service and promotional material will comply with all relevant legislation and will not engage in, facilitate, or promote anything that is in any way unlawful or in breach of the PhonepayPlus Code of Practice.

### What to do next

- Ensure the form is completed and is signed by both the service provider and information provider. It should then be emailed, faxed or posted to PhonepayPlus.
- PhonepayPlus will consider your application and, if satisfied, send a certificate to you within 14 days. Failure to complete this form in full and with sufficient detail may result in a delay.

Tariff and Telecom Supplier	
Tariff (cost at which the service will be charged to users)	
Please detail the shortcode(s) which you will be using?	

### Service Description

Please describe briefly the format of your proposed premium rate service which charges per page or image viewed.

### Declaration

**By ticking this box I confirm that I will comply with all of the conditions and requirements notified to me by PhonepayPlus, and that the service will only operate as described in this form. I understand that failure to operate the service in accordance with Prior Permission conditions may result in the revocation of any Prior Permission granted under this application.**

Signature on behalf of Service Provider:	Date:
Name and position:	
Service Provider name:	
Legal status	

(Ltd/plc/partnership/sole trader):	
Address:	
Registered Office Address (if different):	
Contact name for queries:  Telephone:  Fax:  E-mail:	

**If the service will be provided on behalf of an Information Provider, please complete the following sections:**

Name of Information Provider:  Legal status (Ltd/plc/partnership/sole trader):	
Address:	
Registered Office Address (if different):	
Name(s) and address(es) of all managers responsible for the operation and/or promotion of the service:	
Contact name for queries:  Telephone:  Fax:  E-mail:	
<i>For companies</i>  Names of Directors:   Names of Owners:	

<i>For Partnerships</i> Names and personal addresses of all partners:	
Signature on behalf of Information Provider:	Date:
Name and position:	