



**New Code &
Registration**
Are you in?



How to register your numbers

Why am I registering my numbers?

PhonepayPlus operates a Number Checker service, ensuring that consumers are provided with the most appropriate customer care number for any enquiry about a premium rate service ('PRS').

This enables anyone to enter a premium rate number ('PRN') onto our website and receive information about that number, such as an appropriate telephone number to call with an enquiry (a customer service phone number).

This information is currently populated by PhonepayPlus using intelligence provided by Network operators.

In order to improve the accuracy and comprehensiveness of the information returned on Number Checker, PhonepayPlus is launching a new Number Checker service (as part of the PhonepayPlus Registration Scheme) which will be populated with up-to-date information provided directly by PRS providers. PRS providers are responsible for registering and maintaining this.

In this way, we aim to provide the correct customer care number to consumers on nearly every search they make. We do not propose to transfer any existing information from the 'old' Number Checker to the 'new' Number Checker, because we want the information to be as current as possible.

We will continue to operate the old Number Checker until the information provided by PRS providers makes the new Number Checker more accurate. At this point, we will switch to the new Number Checker.

What is the Number Checker registration tool?

The Number Checker registration tool is a service we offer through the Registration Scheme which makes registering your numbers as simple as possible.

When registering your numbers, you will need the following information to hand:

- The customer care telephone number;

- The name of the organisation you want to be returned on Number Checker;
- The name of the provider you contract with (the Level 1 provider).

Registering this information is very simple and you can successfully register numbers with less than ten 'clicks'.

In addition to this, the Number Checker Registration tool allows you to enter extra information – such as brand names and other associated providers. You do not have to provide this data, but if you do, it may help you to manage your PRNs and communicate with consumers.

When must I register all of my numbers by?

All PRNs should be registered before 1 September 2011. After 1 September, all new PRNs must be registered before, or within two working days of, any new PRS going live.¹

Will my PRN supplier register my number for me?

The organisation that is responsible for, or in control of, the promotion, operation and content is ultimately responsible for registering the Number Checker search result (or 'Service'). This generally means that, if you have a Network operator, reseller, or aggregator supplying you with a premium rate number, then you should register the number yourself.

Some Network operators, resellers and aggregators will be voluntarily taking this responsibility on behalf of their clients. If you are in any doubt about whether your numbers will be registered on your behalf, then you should contact your PRN supplier for confirmation.

We do not expect Network operators to register PRNs that they have been allocated that are inactive. We are only interested in registering active PRNs that can bill UK consumers, not tracking the allocation of PRNs.

How can I register my numbers?

There are two ways to register your numbers on the new Number Checker:

- By using our online Number Checker registration tool; or
- Via a bulk upload (this is available to you if you have over 50 numbers or more to register).

For more information, please see our guide: [How to register your numbers with the bulk upload facility](#)

¹Unless the PRNs have already been registered prior to the new PRS going live.

How to use the Number Checker registration tool

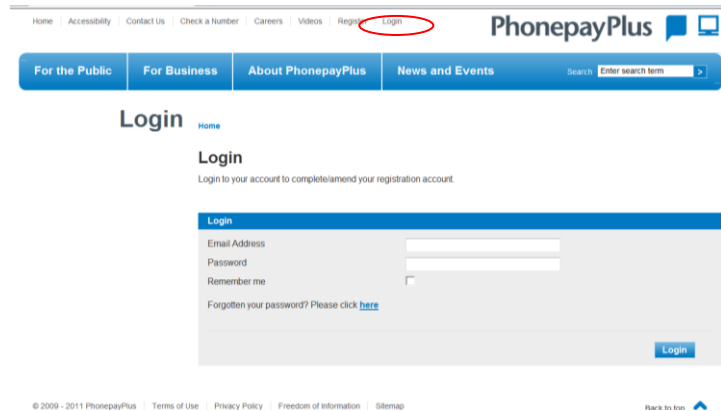
You must be registered as an organisation/provider before registering your PRNs.

Logging in

Click on the 'Login' button on the PhonepayPlus website homepage (www.phonepayplus.org.uk). You will be taken to the Login page.

Fill in your login details (email address and password) to access your account pages.

Click on the **Number Checker** tab and then click on **Register Numbers**



Step 1: Register Premium Rate Numbers

Information in this step is mandatory and will be displayed on Number Checker.

NUMBER CHECKER PROVIDER

This is the ONLY organisation whose name will be presented to consumers when they check your PRN.

This defaults to your organisation's name. To enter another organisation name, key in the name, click **clear** and **search** and **select** the correct organisation from the search results.

Once the service is saved, the Number Checker organisation will be sent a notification email by the system.

Number Checker

Registering your numbers is an important part of the PhonepayPlus Registration Scheme. If you have any questions about registering your numbers or numbers that have been registered on your behalf, please contact the [Registration Helpdesk](#) or visit our [Services FAQs](#).

CUSTOMER SERVICE NUMBER

This is the telephone number consumers should call if they have an enquiry about a PRS. This doesn't have to be the phone number of the Number Checker provider; it could be a third party call centre. This must not be a premium rate number (i.e. 09 number) and must be able to be accessed from a UK telephone without dialling an international code.

SERVICE NAME

The database needs a unique key in order to index the service, this is the Service Name.

However, Service Name is not a mandatory field – because service names can change too frequently to keep up-to-date.

So, if you choose not to provide a Service Name, this field will be populated by the name of the Number Checker provider and the customer care number.

Moving to the next step

Once you have entered the information above, click on the appropriate button for the type of PRN you are registering (for example 'Register new Shortcode'). At this point, you can add all of the numbers that return the same search result to consumers.

For example – if you have 10 numbers that all return the same customer care number (and service name, if you completed this field), you can add them all here.

Once you click **Save**, the premium rate number will appear in the dialogue box at the bottom of the page and then you can add the next number or range.

ADD NEW SHORTCODE

A shortcode is generally a five-digit (e.g. 88888) PRN which is capable of generating a reverse-billed mobile terminating message.

You can take a different approach to registering a shortcode with just one service on it (a 'dedicated' shortcode), to one with many different services on it (a 'shared' shortcode).

Registering a dedicated shortcode

If you are operating a shortcode dedicated to just one service, then simply enter the shortcode number in the Shortcode field, and either specify an appropriate type of shortcode (either SMS, MMS or voice) or select 'All' from the drop-down menu. **You do not need to register each keyword** that applies to the service. Then click **Add Number**.

Registering a shared shortcode

If you are operating a shared shortcode, then you have several options.

A shared shortcode with one customer care provider

Many aggregators operate the customer care phone numbers for all of the services on their shared shortcodes. In this case, you can just enter one customer care phone number and a generic service name for all of the services on that shortcode. **You do not need to register each keyword**

A shared shortcode with more than one customer care provider

Some providers need to register different customer care numbers for some keywords operating on their shortcodes. In this case, you can enter one 'generic' search result without keywords, and other search results with specific keywords. Number Checker will then return both search results, allowing the consumer to select the appropriate customer care phone number.

ADD NEW FIXED-LINE NUMBER

Fixed-line numbers are generally PRNs beginning with 09.

You can either add just one PRN, or you can enter a 'block' (or 'range') of numbers

Single fixed-line PRN entry

Just add the fixed-line number, without spaces, in the first field – leave the second field blank.

Registering a number range 'Block'

Sometimes you may want to register a consecutive number range with the same result on Number Checker. To do this, simply enter the start and end of the number range (inclusive) in the two fields. When any PRN between these numbers is searched on Number Checker, the customer care information will be returned.

ADD PAYFORIT ID

A Payforit ID is the PRN generated by the mobile direct billing platform, Payforit. Each Mobile Network generates its own unique Payforit reference for each service.

You must add each Payforit ID as it appears on a consumer's telephone bill, for each Mobile Network. This will allow consumers to identify the service accessed without having to contact the Mobile Network and then the billing platform provider.

Services with more than one type of PRN

If a service has more than one type of PRN (such as a voting service which operates on an 09 number and a shortcode) and each of the PRNs share the same customer care number, then you can add them all as one Number Checker search result. All you have to do is add each PRN at Step 1.

To proceed, click [Next step Who else is involved in your numbers?](#)

Step 2: Who else is involved with your numbers?

This step allows you to associate other organisations (who must be already registered themselves) to the PRN(s). If you have a PRN supplier (e.g. a Level 1), you must provide their information here. These organisations will be able to see information provided on the Number Checker and will receive emails when things change. If you do not wish to provide any information about associates, apart from your PRN supplier (Level 1 or Network operator), then you do not have to do so. This functionality is only provided to help you manage your numbers.

ASSOCIATED PROVIDERS

This is where you enter the name of your premium rate supplier. You can also add other associated organisations here. To enter an organisation, type the name, click **search** and select the correct organisation from the search results.

It is important that you fill in enough information for the system to give you a valid result – if there are more than 10 results, then no result will be displayed.

Once an organisation is associated to a service, that organisation will receive a notification email.

Number Checker **Associated Numbers** **Bulk Upload** **Lookup**

Step 2 of 3: Who else is involved with your numbers

Purpose of Step 2
This step allows you to connect other, registered organisations, to the Number Checker search.

You can use wildcard search by using an asterisk (*).

These organisations will be able to view the PRNs on their homepage and be notified by email if information relating to the Numbers changes.

These organisations will not be returned on Number Checker and are for your administrative purposes.

What information is voluntary?
You only need to register your aggregator or re-seller or Network (and not everybody involved). However if you want you can register up-to 5 other "associated providers" just to keep them informed.

Number Checker Provider * **PhonepayPlus Limited**

Customer Service Number *

Service Name

Current Data Owner **PhonepayPlus Limited**

Your Service Role

Fixed Line Network Operator

Associated Provider 1

Service Role

ASSOCIATED PROVIDER ROLE,

At this point, you can identify which role (by choosing from a drop-down list) each provider plays in the PRN(s). This information is only used to help you manage entering your PRNs. If you do not wish to specify a role, you can simply use 'Provider' as a generic category.

To proceed click **Next step – Voluntary Number Checker information**

Step 3: More Voluntary information

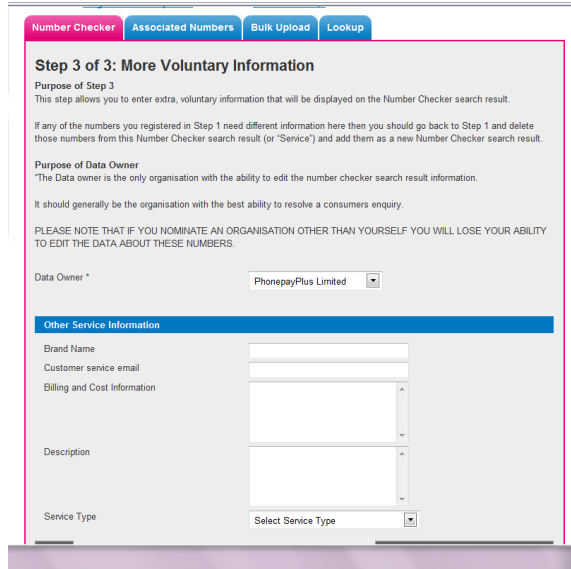
This step allows you to fill in more voluntary information about your PRNs. Also, this step allows you to pass ownership of the data to another organisation, if you so wish. Only the 'Data Owner' can edit the Number Checker search result ('Service'), and associated providers can view the information provided by the Data Owner.

By changing the Data Owner to another organisation, you will become an associated provider and will have visibility of the registered numbers under the tab 'Associated Numbers'.

DATA OWNER

This is generally the organisation which registered the service. If the Data Owner wishes to nominate another organisation to take care of the data, then they can add their name here.

The new Data Owner will receive a notification email informing them that they are now able to edit this data. Data ownership does not signify any responsibility under the Code, but is a status to enable more flexible provision of data amongst the organisations who operate PRNs.



The screenshot shows a web interface for 'Step 3 of 3: More Voluntary Information'. At the top, there are navigation tabs: 'Number Checker' (highlighted), 'Associated Numbers', 'Bulk Upload', and 'Lookup'. The main content area contains the following text:

Step 3 of 3: More Voluntary Information
Purpose of Step 3
This step allows you to enter extra, voluntary information that will be displayed on the Number Checker search result.
If any of the numbers you registered in Step 1 need different information here then you should go back to Step 1 and delete those numbers from this Number Checker search result (or 'Service') and add them as a new Number Checker search result.

Purpose of Data Owner
*The Data owner is the only organisation with the ability to edit the number checker search result information.
It should generally be the organisation with the best ability to resolve a consumers enquiry.

PLEASE NOTE THAT IF YOU NOMINATE AN ORGANISATION OTHER THAN YOURSELF YOU WILL LOSE YOUR ABILITY TO EDIT THE DATA ABOUT THESE NUMBERS.

Data Owner *

Other Service Information

Brand Name

Customer service email

Billing and Cost Information

Description

Service Type

Should we investigate the PRNs, we will hold any organisation involved in the provision of the PRS responsible according to the role they *actually* played – rather than their status stated here.

OTHER SERVICE INFORMATION

This allows you to share more information with consumers about the brand and service so that consumers may be prompted to 'self-serve' their enquiry.

BRAND NAME

This is a voluntary field for any associated brand names.

BILLING AND COST INFORMATION

This is a free text field in which you can explain any charging mechanism, such as per minute or per message charging, and subscription element relating to the PRNs.

EMAIL ADDRESS

This is a voluntary field for any appropriate customer services email details.

ADDITIONAL INFORMATION

This is a text field where any particular customer service messages can be placed – such as any current extenuating circumstances that might be causing delays.

Completing Number Checker registration

Once you hit 'save', the information is saved to our database.

Number Checker switchover

When the new Number Checker service is more accurate than the old, this information will be instantly uploaded and searchable via the Number Checker. However, until then, the numbers will not be *directly* searchable by consumers.

The PRNs will also be instantly viewable on your registration home page – under the ‘My Numbers’ tab (if you are the Data Owner), or the ‘Associated Numbers’ tab (if you have nominated another organisation as the Data Owner).

Numbers that are not registered after 1 September will be subject to appropriate regulatory action, which could involve an investigation. Remember: from 18 July, you can use the online Number Checker tool to register Number Checker search results (‘Services’) on the Registration Scheme online.

How do I keep PRN information up-to-date?

When information about your PRNs changes, you need to update the Registration System with the new information within **two working days** of the numbers going live. If your number is new, then you should register the new PRN(s) using the system above. If you are operating a new PRS or are changing customer care telephone numbers for an existing PRN, then you should edit the existing Number Checker search result (‘Service’).

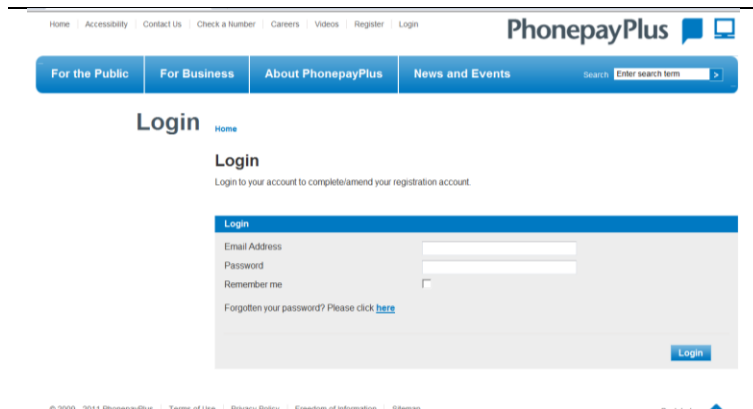
You can only edit a Number Checker search result (‘Service’) if you are the Data Owner of that service. If you are not the Data Owner of the service, then you should first contact the Data Owner and ask them to change the data on your behalf.

To edit, you should:

Logging in

Click on the ‘Login’ button on the PhonepayPlus website homepage (www.phonepayplus.org.uk). You will be taken to the Login page.

Fill in your login details (email address and password) to access your account pages.



The screenshot shows the PhonepayPlus website homepage with a navigation menu at the top. The main content area is titled 'Login' and includes a sub-header 'Login Home'. Below this, there is a message: 'Login to your account to complete/amend your registration account.' The login form contains fields for 'Email Address', 'Password', and 'Remember me'. There is a 'Login' button at the bottom right of the form. A link for 'Forgotten your password? Please click [here](#)' is also present. The footer contains copyright information: '© 2009 - 2011 PhonepayPlus' and links for 'Terms of Use', 'Privacy Policy', 'Freedom of Information', and 'Sitemap'.

Editing a Number Checker Search result

Click on **Number Checker** and locate the relevant Number Checker search result (or 'service') in the list at the bottom of the page and click **view/edit/delete**. You can use the 'Find' function in your browser to locate any PRN from this screen. You can easily access this function by holding 'Ctrl' and pressing 'F' on your keyboard.

You are then taken through the Number Checker tool where you can add more numbers (or remove existing ones) to an existing Number Checker search result (or 'service'), or edit the search result itself, including the customer care number, service name, etc.

When you delete a Number Checker search result (or 'service'), this will mark the PRN as disconnected on our database and we will publish the date the service ended on Number Checker. The PRNs will remain searchable through the Number Checker for six months. This timeframe allows people who receive quarterly bills to make an enquiry about an old service that has since been disconnected.

Contact information

If you have any questions regarding Number Checker registration, you can contact our Registration Helpdesk:

Email: registration@phonepayplus.org.uk

Telephone: 0844 264 1222*

* 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.