

## Summary of Ofcom General Condition 8: Sales and marketing of mobile communications services

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## 1. What is General Condition 8

- 1.1. Ofcom have set out in their General Conditions, a set of rules to how communication providers should sell and market mobile communication services. This is in section 8 of the General Conditions.
- 1.2. Under this regulation, we have been asked to provide a summary of our obligations and approach to meeting them.

## 2. Our commitment to Ofcom's condition

- 2.1. We are fully committed to being transparent and honest with customers, to ensure every customer joining us knows exactly what they are agreeing to.
- 2.2. When selling or marketing services, we shouldn't be dishonest, aggressive, mislead or be dishonest to customers and we shouldn't contact customers in an inappropriate way. Ofcom have given some examples of this:
  - 2.2.1. Missing out important information, including information that isn't true or is half-true and is intended to provide false or misleading information to deliberately deceive a customer when they are deciding to buy one of our packages
  - 2.2.2. Harassing or intimidating customers and putting pressure on them to sign a contract, such as threatening them.
  - 2.2.3. 'Slamming' which is where a customer has agreed to another contract from someone without realising what they have agreed to. It could either be a new contract or an upgrade. They could find themselves with more than one contract at the same time.
  - 2.2.4. Calling a customer very early in the morning or late in the evening unless they have specifically asked us to.
  - 2.2.5. Not clearly introducing themselves and the reason for the contact
  - 2.2.6. at the start of the sales and marketing call. The name of the company or organisation must always be mentioned and expressions such as 'calling on behalf of someone' shouldn't be used unless fully authorised to do so.
  - 2.2.7. Exploiting venerable customers, for example, the very old or those whose first language is not English.
- 2.3. All our staff go through full training of this code, and our sales practices as part of their induction process.
- 2.4. Routine Quality Assurance checks are carried out monthly to ensure compliance to this code for all members of staff.
- 2.5. Any complaints relating to selling or marketing are monitored and reviewed regularly, with corrective action plans implemented to prevent issues from reoccurring.

### Key Points

All providers are responsible for following Ofcom's General Conditions, which are a set of rules and regulations.

These rules define how we sell and market mobile communication services.

This summary contains our position on how we comply to this code for mobile communication services, which we do follow across all of our products for consistency and honesty.

When selling or marketing services, we won't be dishonest, aggressive, mislead customers or contact customers in an inappropriate way.

All of our staff have full training and regular spot checks on conversations with customer to make sure they are following this code correctly.

### 3. What information we'll provide you at point of sale

- 3.1. When a customer is placing an order with us, we will always need to check the customer's identity before they agree a contract or make changes to an existing contract.
- 3.2. During the sales journey, whether online or on the phone, we will provide you the following information:
  - 3.2.1. The package price, inclusive items and contract length;
  - 3.2.2. Which network the services are provided through;
  - 3.2.3. The date your services will likely go live;
  - 3.2.4. Your right to cancel and any key cancellation terms;
  - 3.2.5. Your bill limits and cap requirements.
- 3.3. Before you agree the contract, we will send you a Contract Summary and Contract Information document, outlining all the key facts of your quote.
- 3.4. Once you then agree to go ahead, a contract is sent with the full details and your terms and conditions, usually via email,

#### Key Points

We will check your identity before placing any order or entering you into a contract.

During a sales journey, the information you are given should be extremely clear that you are entering into a contract with Home Unity, and what the terms of that contract are.

A Contact Summary and Contract Information document will be sent, before you enter into any contract, outlining the key facts and terms.

Once you agree to a contract with us, all contract details are sent, usually via email and immediately after placing the order.