

Premium numbers

NOW calls Code of Practice for Controlled Premium Rate Services and Number Translation Services for Domestic Customers

This Code of Practice contains information for NOW Calls domestic customers relating to calls to premium rate services and number translation services.

1. Controlled Premium Rate Services

1.1 Identifying Controlled premium rate services Controlled Premium rate service calls are calls to certain numbers which are typically prefixed by “090” or “091” or, in the case of mobile services, four or five-digit short access codes followed by a descriptive key word. Directory enquiry services beginning with “118” are also premium rate services. Premium rate services offer information and entertainment through a variety of media including phone, fax, Internet, mobile, and TV. Services range from sports results, voting and adult entertainment to competitions, chat lines, horoscopes, and business information services. Premium rate service calls are typically charged at a higher rate than standard calls.

1.2 How Controlled premium rate services work

Premium rate services are provided by service providers, who are responsible for the content, product or services provided or who act as resellers or aggregators on behalf of a number of such providers. When you make a call to a controlled premium rate service number, NOW Calls ensures that your call is passed to the telephony company which receives the call on behalf of the controlled premium rate service provider. The revenue from the premium rate call is usually shared between the controlled premium rate service provider, NOW Calls and the telephony company receiving the call, with the controlled premium rate service provider receiving the bulk of the revenues. The controlled premium rate service provider is also responsible for complying with most of the obligations imposed by Ofcom (see paragraph 1.6 below). On request, NOW Calls can usually provide details of the identity of a controlled premium rate service provider and the telephony company receiving the call on their behalf.

1.3 Charges for calling premium rate numbers If you wish to find out the cost of calling a particular premium rate number, please call NOW Calls customer services on 0330 332 3050.

1.3.1 Premium rate call bar service If you have a Premium Rate Call Bar active on your telephone line this will restrict all outgoing calls to premium rate numbers starting 09, it will also restrict outgoing calls to numbers starting 118 and 123 (Speaking Clock) if on the Sky Network.

1.4 Telephone Preference Service and Fax Preference Services The Telephone Preference Service (TPS) is an opt-out register enabling people to register their wish not to receive unsolicited sales and marketing telephone calls. It is a legal requirement that companies do not make unsolicited sales and marketing calls to numbers registered on the TPS. You can register on the TPS free of charge by going to <https://www.tpsonline.org.uk/register> or by calling them on 0345 070 0707. The Fax Preference Service (FPS) is an equivalent register enabling people to register their wish not to receive unsolicited sales and marketing faxes. You can register on the FPS free of charge by going to <https://fpsonline.org.uk/register> or calling them on 0345 070 0702.

1.5 Internet diallers If you have a dial up Internet connection and try to access certain premium rate services such as sports highlights, film and music downloads or adult content, you may be

asked to download a piece of software, known as a “dialler” which temporarily disconnects your dial up connection and re-connects to a premium rate number for the duration of the visit to the website. If you have broadband, the “dialler” may use your computer's dial-up modem to connect to the PRS number without disconnecting your broadband modem. Many companies use diallers legally to bring in revenue from people who do not want to pay for services with their credit cards. Such companies will normally inform you of the premium rate call charges before you download the dialler. However, in some cases, diallers can connect your computer to a premium rate number without your knowledge or consent. Such services are known as “rogue diallers.” Often the premium rate number used by a rogue dialler stays in your dialler, meaning that every time you connect to the Internet, the dialler will dial up the premium rate number. You should therefore always be cautious about clicking on pop ups or links or accepting downloads, particularly if these appear unexpectedly. We also recommend you install the latest software and upgrades to protect your computer from rogue diallers. If you use a broadband connection, we recommend you leave your computer's dial-up modem unconnected from your telephone line.

1.6 Role of Ofcom. Ofcom is the UK regulator for content, goods and services charged to a phone bill. Premium rate services offer some form of content that is charged to your phone bill or pre-pay phone account, for example, directory services, entertainment, or ringtones. Many services are advertised on 09 dialling codes. Directory enquiry services are advertised on six-digit numbers, beginning 118.

1.7 How to complain to Ofcom about premium rate services It is recommended that you visit Ofcom’s number checking facility [Premium rate service checker](#) for information about the number in question. If your complaint relates to the provision, content, or promotion of premium rate services, you may contact Ofcom to log a complaint. You can make your complaint:

By post:

PO BOX 1285
Warrington
WA1 9GL

By phone:

Call Ofcom's helpline on 0300 123 3333 or 020 7981 3040 between 9.00am and 5pm, Monday to Friday.

If you want to speak to Ofcom in Welsh, call 0300 123 2023.

Online:

Complete a [Premium Rate Services complaints form](#).

Further information on premium rate services can be found on Ofcom’s website:

[Quick guide to premium rate services \(PRS\)](#)

[Stopping premium rate charges](#)

1.8 Ofcom’s powers As a regulator Ofcom are unable to mediate in individual cases. Instead they look at issues across the market to ensure that services are compliant with their regulations and consumers are not harmed. Their rules require that:

- Services must be transparent and priced clearly - it should be clear what you are buying.
- Sign up to the service should be clear - you should not be misled into making a purchase.
- Your complaint must be resolved quickly and easily.

If you have used a premium rate service that you believe did not respect the rules above, you can report this to Ofcom, and they will use the information to help inform their enforcement and policy work.

- Other organisations which may be able to help you include Citizens Advice, Trading Standards and the Communications and Internet Services Adjudication Scheme (CISAS) (see paragraph 1.9 below).

1.9 Role of the Communications and Internet Services Adjudication Scheme (CISAS) The Communications and Internet Services Adjudication Scheme (CISAS), of which NOW Calls is a member, has the power to investigate complaints regarding calls to premium rate numbers appearing on your NOW Calls phone bill. CISAS will only investigate such complaints if you have first complained to NOW Calls and either:

- your complaint remains unresolved 6 weeks after bringing such complaint; or
- you have received a letter from NOW Calls which says that we are no longer able to deal with your complaint (a "deadlock letter"). You may bring the complaint to CISAS within six months of receiving this letter. If, following an investigation, CISAS finds that NOW Calls is at fault, CISAS may require NOW Calls to take action to rectify the situation. CISAS may, for example, ask NOW Calls to offer you:
 - a product, service or some practical action that will benefit you.
 - an apology or explanation.
 - up to £5000 including VAT.

NOW Calls will of course abide by any decision of CISAS. CISAS's contact details are set out at paragraph 6 below.

2. Number Translation Services

2.1 Identifying number translation services Number translation service calls are calls to certain numbers identified in the National Telephone Numbering Plan as "special service" numbers. Such numbers are typically prefixed by "08", such as 0845 and 0870, and legacy 0500 Freephone numbers.

2.2 Tariffs for calls to number translation services Our charges for certain number translation service calls can be found on our website ([NOW Calls Tariff Guide](#)), in our published price lists. If you wish to find out the cost of calling a particular number, please contact NOW Calls customer services on 0330 332 3050.

3. Contact us If you have any queries or concerns about premium rate or number translation services or if you would like to discuss any charges for premium rate or number translation services found on your bill, please call NOW Calls customer services on 0330 332 3050.

4. Availability of this Code of Practice This Code of Practice is available free of charge on our website at Complaints Procedure & Codes Of Practice. Alternatively, please call NOW Calls customer services on 0330 332 3050 to request a free hard copy.

5. Responsibility for complying with this code Lisle Alden is responsible for ensuring that NOW Calls complies with this Code of Practice. If you have any questions about our compliance with this Code, please contact:

L. Alden
Head of Operational Compliance
Carnegie Campus
Dunfermline
Fife
KY11 8GH
Tel: 01383 814000

Email: cop.compliance@nowtv.com

6. Contact Details for Ofcom and CISAS

6.1

Ofcom
PO BOX 1285
Warrington
WA1 9GL

Tel: 0300 123 3333 or 020 7981 3040 between 9.00am and 5pm, Monday to Friday. If you want to speak to Ofcom in Welsh, call 0300 123 2023.

Online: Complete a [Premium Rate Services complaints form](#).

6.2

CISAS Centre for Effective Dispute Resolution
100 St Paul's Churchyard
London
EC4M 8BU

Telephone: 020 7520 3814 Textphone: 020 7520 3767 Fax: 0845 1308 117

Email: cisas@cedr.com Website: [CISAS](#)