



United Kingdom: New Code of Practice from September 2011

Dear customer,

Please be advised that there is a big change in the UK regulatory scheme from September 1st, 2011.

A new Code of Practice has been published and will come into force on September 1st, 2011. Additionally 22 pieces of guidance (12 general and 10 service-specific pieces) that support PhonepayPlus' new Code of Practice have been published.

You can find an overview of the different kind of services, the relevant general and service-specific guidances and information whether or not prior permission is necessary for your specific service on PhonepayPlus' homepage: <http://www.code.phonepayplus.org.uk/>

The different types of services:

- Advice services (non-professional)
- Advice services (professional)
- Anonymous SMS services
- Betting tipster services
- Children's services
- Competition services
- Consumer credit services
- Contact and dating services
- Counselling services
- Customer support services
- Data capture services
- Directory enquiry (DQ) services
- Employment services
- Fundraising and charitable promotion services
- General sexual entertainment services (e.g. recorded stories)
- International call routing services
- Interactive broadcast services (including Quiz TV)
- Live psychic/tarot services
- Live chat services (sexual and non-sexual)
- Multi-party chat (MPC) services
- Pay-for-product services
- Pay-per-page WAP services
- Public information services
- Remote gambling services
- Subscription services
- Technical support services
- Virtual chat services (sexual and non-sexual)
- Voice-based, text-charged services

If you are interested in implementing a new Premium Rate Service in UK of course we will handle the regulatory issue together with you and support you as far as possible.

All network operators, Level 1 and Level 2 providers must register with PhonepayPlus.

Any person engaged in the provision of a Premium Rate Service and who is not a Network operator in respect of that service may be a Level 1 and/or Level 2 provider. **Level 1 provider** is a person who provides a platform which, through arrangements made with a Network operator or another Level 1 provider, enables the relevant premium rate service to be accessed by a consumer or provides any other technical service which facilitates the provision of the relevant premium rate service.



A **Level 2 provider** is the person who controls or is responsible for the operation, content and promotion of the relevant premium rate service and/or the use of a facility within the premium rate service.

There is a fee for registration which is £ 100 plus VAT for the financial year 2011/12. In future years these fees may vary, up or down.

Registration will be valid for a year. Thereafter each registered operator/provider will be contacted by e-mail in advance that the annual registration renewal is now due.

Exemption to registration: Premium rate services on the **087** number range.

Those who will be required to register, but will **not have to pay a fee** for doing so, are as follows:

1. Charities registered with the relevant body for England, Northern Ireland, Scotland or Wales. Charities registered only in foreign jurisdictions will not be exempt from the fee.
2. Those whose total annual premium rate services revenue is £ 5,000 per annum or less. Providers whose PRS revenue exceeds £ 5,000 during the year they are registered will be required to pay the fee to PhonepayPlus retrospectively.

How do you register?

1. **Organisation registration:** Each organisation in the delivery chain (excluding affiliates) must register as a PRS organisation before any service can be activated.
To register, you must first create a password and secure login, enter your company and director details, and pay the annual registration fee with a credit or debit card.
2. **Service registration:** Providers must register each service within 48 hours of it being activated. The provider taking responsibility for the information on the service, the data owner, will usually register the service and can nominate a number of other organisations as being associated with the service. In this way, the whole delivery-chain can be informed of any changes that a data owner makes.
Mandatory information: PRS access number, ID of the next party in the value-chain, customer care telephone number (no PRS number), ID of the company providing customer care.
Voluntary information: Service name, service type, E-mail address, Customer care information.

Don't hesitate to contact us in case of further questions.

With best regards,
Your Telequest-Team

*Although this information has been compiled with extraordinary diligence, telequest & Internet Solutions GmbH assumes no liability for their up-to-dateness, completeness and correctness.
The customer is in spite of handing out this information obligated to gather all necessary information about the legal and regulatory provisions and the Code of Conduct of the particular country himself.*