



Summary of General Condition 23

Customer Rights Regarding Sales and Marketing of Mobile Services

Overview

General Condition 23 set out customer rights regarding sales and marketing of mobile services. These are a set of obligations which Ofcom require the Company to follow, and as a business we want to ensure we try our best to prevent mis-selling.

Training

The condition prohibits providers from engaging in dishonest, misleading or deceptive conduct, this includes contacting the customer in an inappropriate manner such as being aggressive or calling at unusual hours of the day. In order to ensure our customers are provided with the best service possible our staff are fully trained and aware of their responsibility to treat customers in accordance with the Ofcom rules.

Due Diligence

We are required to carry out due diligence before allowing a third party organisation to sell Fleur Telecom mobile services, we are obligated to maintain a record of the following up to date information:

- Credit checks of all partner businesses to make sure that anyone selling Fleur Telecom products doesn't have a bad credit history
- That the directors of the organisation haven't filed for bankruptcy or previously gone into administration

We are also required to ensure our third party partners are aware of their requirements under General Condition 23.

The Rules

We need to check the customer's identity before a new contract has been agreed or changes made to an existing one.

We need to ensure the following information is available to the customer when they are about to take out a new mobile service plan or phone:

- Who the contract is with
- The contract term
- The monthly recurring charges
- Any one-off charges
- The charge for out of bundle items such as calls to mobile/landline
- Termination information, including customer rights and the process in place
- The date from which the services are expected to be provided by
- Details of any sales incentives which are being applied and the relevant terms and conditions



We need to ensure that sales records are kept for a minimum of 6 months after the sale. Where a sales incentive has been applied the records must be retained for 90 days after the incentive has been reached where outside of 6 months. The sales records must include the following information:

- The date of the sale
- How the sale was made, i.e. face to face or telephone
- The place the sale was made, i.e. the location address
- Signed copies of the contract or a copy of the call recording where applicable and available

Sales Incentive

Where a sales incentive for a mobile service has been applied, such as offering cash back after the contract has been entered into, the terms and conditions must be provided along with straight forward instructions on how to claim the sales incentive.

The below information should be sent out to customers in either an electronic or paper medium:

- Full details of the company offering the sales incentive, whether this is directly from Fleur Telecom or one of our third party partners
- Details and a description of the sales incentive
- The relevant terms and conditions of the sales incentive, including how to claim

If you require a copy of General Condition 23 please use the following link to download it or we can send you a copy free of charge.