



Protecting our Customers from Mis-selling of Telecommunications Services

An increase in competition in the provision of telecoms services has unfortunately led to an increase in the instances of customers being mis-sold services. The term “mis-selling” covers a range of behaviour that could be seen to be harmful to customers, including purposely providing misleading information about services or a contract, pressuring customers to enter into contracts or engaging in slamming where a customer’s service is transferred from one provider to another without the customer’s consent and/or knowledge.

The telecoms regulator Ofcom is committed to tackling this type of behaviour and all communications providers are subject to rules which apply when residential and small business customers are transferring their fixed line services (telephone line and/or calls and broadband services) between providers. These rules set standards for the way in which we will deal with you, the information we will provide to you and the processes we will use when you are transferring services either to or from us.

Similarly, communications providers who sell mobile services must comply with rules that are designed to ensure that customers are provided with adequate and accurate information about the services they are purchasing.

The rules concerning the sale of fixed line and mobile services are set out in the “General Conditions” under which we operate and a full version of GC7 and GC8 can be found here:

https://www.ofcom.org.uk/data/assets/pdf_file/0021/112692/Consolidated-General-Conditions.pdf

We will also provide you with a copy free of charge should you request it.

We want to ensure that we sell our services responsibly and prevent any misunderstandings arising from information we give you and so have taken steps to ensure that we are compliant with Ofcom’s rules. However, we recognise that things can and do go wrong so if you are concerned about any aspect of the sale of your fixed line services when you are transferring providers or the sale of your mobile services you can contact our complaints team as detailed in our Complaints Code of Practice which is available on our website.