



Protecting our Customers from Mis-selling

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 or pressuring customers to enter into contracts.

The telecoms regulator Ofcom is committed to tackling this type of behaviour and all 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.

These rules are set out in the “General Conditions” under which we operate and a full version of GC8 can be found here:

<https://www.ofcom.org.uk/phones-and-broadband/accessibility/general-conditions-of-entitlement>

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 mobile services you can contact our complaints team as detailed in our Complaints Code of Practice which is available on our website.