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PREMIUM-RATE
TELEPHONE SERVICES



Principle

The price and nature of premium-rate telephone services must be made clear. Advertisements that include premium-rate telephone numbers or short codes should comply with the PhonepayPlus Code of Practice. For more information on the PhonepayPlus code go to: www.phonepayplus.org.uk.

Definition

Text short codes are premium-rate SMS services, which often consist of four or five digits and begin 5, 6 or 8.

Rules

- 22.1 Advertisements that include a premium-rate telephone number must comply with the PhonepayPlus Code of Practice.
- 22.2 Advertisements for premium-rate telephone services must include clear pricing information if the service generally costs 50 pence per call or more.
- 22.3 Advertisements for premium-rate children's services, services accessed by automated equipment or subscription services must always include clear pricing information.
- 22.4 Advertisements for premium-rate services must state the identity of the service provider or the information provider.
- 22.5 **Radio only** - If it is not included in the advertisement, radio broadcasters must retain and, on request, make available a non-premium-rate telephone number for the premium-rate service for customer care purposes. This rule does not apply if PhonepayPlus has expressly exempted a specific service or a number range from the need to provide a non-premium-rate telephone number for the premium-rate service.
- 22.6 **Television only** - Television advertisements for premium-rate services must include a non-premium-rate telephone number for customer care purposes. This rule does not apply if PhonepayPlus has expressly exempted a specific service or a number range from the need to provide a non-premium-rate telephone number for the premium-rate service.
- 22.7 Advertisements for services, excluding live or virtual-chat services, that normally involve a telephone call of at least five minutes must alert the audience that use of the service might involve a long call.

- 22.8** Advertisements for live premium-rate services must not appeal particularly to people under 18, unless those services have received prior permission from PhonepayPlus to target people under 18.