

1. Do you agree with the guidance principles set out above?

Broadly yes, the proliferation of increases that consumers can't know in advance with certainty should never have been allowed in a contract and whilst only Ofcom can enforce that, this is probably the next best alternative.

2. Do you agree with taking the same approach to ads for both tiered and variable contracts, in terms of the level of prominence expected for information about mid-contract price increases?

The fact that a contract will increase in price and there is nothing the consumer can do about it works against the consumer. Advertising should only be allowed where the full cash value of future terms can be displayed in as big a font/prominent as the initial price. Same for introductory offers, the price from month X should be known for the full contract term in advance.

3. Do you have any comments on the use of terms used to describe rates of inflation such as CPI and RPI, and the level of understanding consumers have of these terms (including when they are referred to using an initialism only)?

This is an abomination that should never have been allowed. Especially with rampant inflation. Consumers must be protected, and must not be locked into contracts where the price will increase by an unknowable amount in the future.

Ofcom have been asleep at the wheel.

4. Do you agree with the mitigating factors listed as having the potential to cause an advertiser to take additional action in order to ensure material information relating to in-contract price increases is sufficiently clear?

Increases should not be hidden in small text in the footer of an ad and should be as prominent as any other price claim in the ad.

Only if they companies have to be 100% clear up front and not hide behind small print will the consumer be protected.

5. Do you agree that in instances where multiple offers/products appear on one page (for example, on a telecoms provider's own website), it may be sufficient for prices to link or refer to a suitably-prominent single piece of information about mid-contract price increases, rather than including this information within each individual product listing?

No.

6. Do you have any other comments or suggestions in relation to the proposals?

The current price rise policies are just wrong and stacked against the consumer. Anything that can be done to at least make the consumer aware fully up front to the wholly unfair way these are presented will be at least a start of correcting this failure of regulation.

I signed up to a contract on Feb 2021 and have seen costs go up almost 12% 6 weeks later they are likely to go up another 15% plus again in April yet the companies now advertise at a lower price than i was originally offered. Something isn't right somewhere...