

Optus Shortcode Infringements and Actions Required		
	<i>Infringements</i>	<i>Actions Required</i>
Programme	Unauthorised adult services§ Optus PSPP	Discontinue offer immediately
	Unauthorised charity services§ Optus PSPP	Discontinue offer immediately
	No product or service disclosure 4.1.3	Disclose product or service in main body of ad
	Product or service disclosure hidden in T&Cs 4.1.3	Disclose product or service in main body of ad
	Offer constitutes a scam 3.1.15	Discontinue offer immediately
	Unapproved Optus endorsement 3.2.1	Remove Optus endorsement
	Misrepresentation of product offering 3.1.5	Reconcile, among main body of ad, CA, and T&Cs, all references to product type
	Misrepresentation of product quantity 3.1.5	Display only actual product quantity per charge period (e.g., 15 ringtones/mo.)
	Offer stated unclearly or in language target audience likely will be unable to understand 3.1.11	Clarify offer's principal elements in language target audience likely will understand
	Advertising to children 3.1.16	Discontinue advertisement in any medium or format that targets minors specifically
	Insufficient details regarding special offer 3.1.6	Disclose special offer's principal elements, conditions and limitations [e.g., limited time period when discount applies], and start and end dates
	Unclear product quantity 4.1.3	Disclose actual product quantity
	No product quantity 4.1.3	Disclose product quantity
	No product quantity for Optus customers 4.1.3	Disclose product quantity for Optus customers
	Games unavailable to Optus customers 3.1.4	Disclose Optus participation in main body of ad
	Binary unavailable to Optus customers 3.1.4	Disclose Optus participation in main body of ad
	Video unavailable to Optus customers 3.1.4	Disclose Optus participation in main body of ad
	Substitute programme for Optus customers 3.1.4	Disclose Optus participation in main body of ad
	Failure to display shortcode for at least 10 seconds [TV] 3.2.2	Display shortcode for at least 10 seconds
	Offer or elements of offer expired [e.g., competitions, voting services] 3.1.12	Remove outdated material
Pricing	No pricing 3.1.2; 3.2.3	Display programme pricing in main body of ad
	No Optus pricing 3.1.2; 3.2.3	Display Optus pricing in main body of ad
	Pricing illegible 3.1.2	Increase point size and alter colour scheme to improve contrast
	Unclear Optus pricing 3.1.2; 3.2.3	Specify Optus pricing individually
	Complete pricing hidden in T&Cs	Display complete programme pricing in main body of ad
	Pricing point size too small [print] 3.2.3	[shortcode point size is 24 to 48] Increase pricing point size to at least 25% as large as shortcode point size [shortcode point size is larger than 48] Increase pricing point size to at least 12
	Pricing point size too small [online and TV] 3.2.3	Increase pricing point size to at least 50% as large as shortcode point size
	Pricing display time too brief [TV] 3.1.2	Display pricing for at least 10 seconds or for as long as shortcode is displayed, whichever is longer
	Pricing not displayed adjacent to call-to-action or MSISDN-submit field 3.1.2; 3.2.3	Display pricing adjacent to call-to-action or within one line break of MSISDN-submit field€
	Pricing displayed below fold [online @ 1024 x 768] 3.1.2; 3.2.3	Display pricing above fold
	Pricing hidden in T&Cs 3.1.2; 3.2.3	Display programme pricing in main body of ad
	Optus pricing hidden in T&Cs 3.1.2; 3.2.3	Display Optus pricing in main body of ad
	Conflicting pricing 3.1.2	Display correct pricing
	Use of <i>free</i> , <i>complimentary</i> , or similar term implying product that comes with purchase is without charge 3.1.9	Remove the term <i>free</i> , <i>complimentary</i> , or other such term

Optus Shortcode Infringements and Actions Required <i>continued</i>		
	<i>Infringements</i>	<i>Actions Required</i>
Subscription	No subscription disclosure 3.3.3	Display subscription disclosure in main body of ad
	Subscription disclosure hidden in T&Cs 3.3.3	Display subscription disclosure in main body of ad
	Charge period hidden in T&Cs 3.3.3	Display charge period in main body of ad
	Subscription disclosure point size too small [print] 3.3.3	[shortcode point size is 24 to 48] Increase subscription disclosure point size to at least 25% as large as shortcode point size [shortcode point size is larger than 48] Increase subscription disclosure point size to at least 12
	Subscription disclosure point size too small [online and TV] 3.3.3	Increase subscription disclosure point size to at least 50% as large as shortcode point size
	Subscription disclosure display time too brief [TV] 3.3.3	Display subscription disclosure for at least 10 seconds or for as long as shortcode is displayed, whichever is longer
	No charge period 3.3.3	Display charge period in main body of ad
	Unclear charge period 3.3.3	Reconcile, among main body of ad, CA, and T&Cs, all references to charge period
	Minimum subscription period 5.1.6	Remove stipulation for minimum subscription period
	T&Cs	T&Cs illegible 3.2.4
No local or toll-free Helpline number 3.1.2; 4.1.6; 6.1.1		Display local or toll-free Helpline number
No opt-out information 3.3.3; 4.1.6		Display <i>STOP</i> as opt-out command
Unclear opt-out information 3.3.3; 4.1.6		Associate opt-out command with shortcode and preface with "Send" or "Text"
Incorrect opt-out information 3.3.3; 4.1.6		Associate opt-out command with shortcode and preface with "Send" or "Text"
Opt-out information too small [TV] 3.3.3; 4.1.6		Increase opt-out information point size to at least as large as promotional font
T&Cs display time too brief [TV] 3.2.4		Display T&Cs for <i>at least</i> 50% of total ad airtime
No instructions for opting out of marketing, prompt, or inducement messages 3.2.5; 3.3.4		Display instructions or link for opting out of marketing, prompt, or inducement messages
No account holder authorisation disclosure [under age 18] 3.1.16b		Disclose clearly that customers under age 18 must have the account holder's permission
Failure to display shortcode or local or toll-free Helpline number before WAP link [WAP push] 5.1.7		Display shortcode or local or toll-free Helpline number before WAP link
Failure to warn customers regarding dangers of disclosing personal details via chat 4.1.7		Display warning regarding dangers of disclosing personal details via chat
Failure to notify customers when content supplier will be able to see them during video calling 4.1.8		Disclose that content supplier will be able to see customer during video calling
Failure to notify customers when video calling will be recorded 4.1.8		Disclose that video calling will be recorded
No end date [e.g., competitions and voting services] 4.1.3		Display end date
No refund arrangements [e.g., competitions and voting services] 4.1.3		Display refund arrangements
Charges and Billing		No mention of carriage fees 4.1.3

§Subject to immediate escalation to Optus.

€ The "MSISDN-submit field" in PSMS advertisements is the box designated for entry of the customer's mobile phone number. The action required "Display pricing adjacent to call-to-action or within one line break of MSISDN-submit field" means the pricing must appear immediately adjacent to (i.e., above, below, or to either side) the call-to-action or the MSISDN-submit field and must not be displayed in a graphic, such as a starburst or bubble. One line break refers to one physical line break the point size of the pricing rather than to an HTML line break. In other words, the space between the pricing and the call-to-action or the MSISDN-submit field should be insufficient in which to display another line of text.