

## Special Requirements for Premium Rate Print Advertising

In addition to the general ASA requirements, the ASA also requires that adverts for Premium Rate Services (PRS) comply with the PhonepayPlus ([www.phonepayplus.org.uk](http://www.phonepayplus.org.uk)) Code of Practice and Network operator requirements.

Premium Rate Adverts will be identified as containing one of the following numbers:

- 09\*\* \*\*
- FIVE DIGIT MOBILE SHORTCODE
- 0871 \*\*\* (Typically business or data capture services, which are classed as PRS and subject to regulation)

### Main Additional Compliance Checks:

- Prominent pricing information must be present in all PRS promotions**
- The cost of calling or texting the service must be clearly displayed; e.g. £1.53 per min or 75p per msg. For services delivering more than one message, total cost and billing frequency must also be stated.
- Mobile Network Operators require that the price in mobile shortcode adverts must be statically displayed and must appear immediately adjacent to the main service short-code advertised in the same font and background being no smaller than either 50% of that used for the advertised short-code or 10 pts font size, whichever is the greater. (This is also good practice for all other PRS advertising)
- Terms and conditions must be displayed on all PRS ads; containing the provider's name (in the format of 'SP: [name]' or '© [Name]) and a non-PRS customer services number. **This must be easy to read.**
- Adult services must be on prefixes 0908/ 0909/ 098 or short codes 89\*\*\*/ 69\*\*\* and state 'for 18+ only'
- Services running on a shortcode must include details of the 'STOP' command to end the service
- For subscription services, pricing should be within the main body of the ad in the Network prescribed format: "Join [or Subscribe to] [service name optional] for [service cost in £] per [billing frequency]", statically, and adjacent to the shortcode
- For subscription services, terms and conditions must be in the Network prescribed format: "This is a subscription service, it will cost [£X] per [billing period] until you send STOP to [shortcode]"
- Live entertainment services must state; 'calls are recorded'; '18+ only'; and operation hours, if not 24/7
- Competitions should include the key operational details and terms, prize details, closing date and direction to further T&C's
- Chat services must not misrepresent themselves as contact or dating services
- Psychic services should state 'for entertainment only'
- It is best practice for ads to also state that bill payer's permission is required and inform of marketing opt-in

### Examples of a compliant advert are:



TEXT SERVICE - PER MESSAGE



TEXT SERVICE - SUBSCRIPTION



PER MINUTE CALL

### Other General Checks:

- **Adverts Must Not Mislead!** - If it look suspicious, ask for proof of a compliance check
- **If Advert Uses The Word 'Free'** - ask for proof of a compliance check
- **New Customer?** - check their compliance record at: <http://www.phonepayplus.org.uk/>

The above is not definitive and regulations do change. AIME offers compliance advice and regulatory updates to its members ...

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