

Premium Rate Services

Policies and Guidelines

SCOPE

This document is a Code of Practice under clauses 1.1.9 and 3.2.4 of the “*Agreement for Access to T-Mobile (UK) Limited’s SMSC Facility*”. Customers (as defined by that agreement and called “Third Party Aggregators” in the context of this Code of Practice) are required to comply with any Code of Practice issued by T-Mobile. This Code of Practice is divided into two parts:

Part I provides T-Mobile and also cross operator policies.

Part II provides T-Mobile Guidelines and also provides answers to some frequently asked questions about the set up of Third Party services on the T-Mobile network.

The aim of this document is to provide Third Party Aggregators with clear Policies and Guidelines as to what T-Mobile requires from them whilst using its network and provide information which they need to know when running services such as ringtones, logos, information, chat (adult & non adult), TV voting etc to ensure the services are compliant with all contractual obligations they have. The aim of this document is to provide additional assistance to Third Party Aggregators with such services.

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REFERENCES.

Agreement for Access to T-Mobile (UK) Limited's SMSC Facility
Agreement for Provision and Revenue Share of Telecommunication Services
Mobile Originated multimedia messages ("MOMMS") and Mobile Terminated multimedia messages ("MTMMS") using T-Mobile's multimedia message service centre ("MMS Facility")
ICSTIS Code of Practice 11th Edition
Code of Practice for Service Delivery of Common Mobile Shortcodes in the UK for all Communications Media
www.imcb.org.uk

PART I - POLICIES

GENERAL

Third Party Aggregators and service providers are responsible for complying with all relevant laws, regulations and codes of practices (including the ICSTIS Code of Practice) in relation to the provision of Premium Rate Services.

It is the Third Party Aggregator's responsibility who has a direct connection to the T-Mobile service to comply with the policies and regulations applying to use the T-Mobile SMSC, and this includes a contractual responsibility to comply with and enforce these requirements on their clients using their connection to the T-Mobile network. However it is not sufficient to rely on onward contracts with Third Party Aggregators clients. The Third Party Aggregator must screen all services to ensure they comply with relevant provisions and perform trials where necessary. The Third Party Aggregator's procedures need to ensure that full financial checks are performed and proper due diligence is carried out on all Third Party Aggregators clients including all reasonable steps being taken to ensure personal identities of Directors are verified and cross-checked with for example ICSTIS adjudications – there is currently a requirement to perform due diligence in the ICSTIS Code of Practice.

1. INTRODUCTION OF STOP COMMAND - PHASE I

The following press release was issued to advise all Third Party Aggregators of the common STOP command and the obligations of how this must work on all services. This was the first phase of the cross network compliance of services and remains in place following the subsequent phases II & III which were implemented at later stages.

STOP! IN THE NAME OF TEXT WHEN YOU NO LONGER WANT PREMIUM SERVICES

The Mobile Data Association is pleased to announce the launch of a UK collaborative programme between the major players in mobile content delivery and the UK network operators to develop a consumer protection scheme. This forms part of the UK implementation of the mobile content code announced on the 19th January 2004. The scheme enables subscribers to premium rate text services to stop information being sent to their mobile. This will increase confidence in the capability of subscribers to control their spend by providing a common approach to ceasing any service to which they have previously signed up.

The matrix below illustrates the controls that will be provided for subscribers and the date at which these will be implemented by providers for the benefit of the consumer. Providers of any new services will be required to comply with the code of conduct immediately for services on a shared short code and also existing services on a single code. Due to the complexity of change and implementation, existing services using shared short codes will not have the new requirements in place until the 1st of November.

| Short code service | Command | Resulting action | Implementation date |
|---|----------------------------|---|-----------------------------|
| For single service short codes | Stop | All services will be ceased | 1 st of August |
| New services on shared codes | Stop | This will stop the last service used by the subscriber as below | |
| For existing multiple services on a single short code | Stop | The service last used by the subscriber will be ceased | 1 st of November |
| | A further stop Instruction | This will stop subsequent services on the short code | |
| | Stop all | This will stop all services on the short code | |

Any third party offering new or existing services on a single code via premium text must have implemented the key word "stop" by the 1st of August 2004 and for any service sharing a short code with other services, this capability will be implemented by the 1st of November 2004.

It is considered to be best practice for providers to alert subscribers of the additional services they utilise, but due to the complexity of implementation by many third parties with varying levels of capability, this will not be an immediate requirement. In the event of a provider being in receipt of a

message from a subscriber that cannot be decoded, it is also considered best practise that the provider will send a helpful message to the subscriber.

2. REQUIREMENTS FOR OFFERING SUBSCRIPTION SERVICES TO T-MOBILE CUSTOMERS – PHASE II

The following document was issued in December 2004 by T-Mobile and again remained in place when the Mobile Operator Premium Text Code Extension was implemented cross network.

Following the recent consultation via the MDA please find below our minimum requirements for running Subscription Services (recurring services which a consumer may sign up to). These requirements must be adhered to for all such services which are charged to the mobile bill.

Advertising & Promotion

Promotional material for subscription services must clearly indicate that the service is a subscription, e.g. “join our club”. These words must be unambiguous, prominent and highly visible to readers. The terms of use (including total cost pricing and opt-out details) must be clearly visible. Opt-out details must include the generic STOP command: service specific STOP commands may also be advertised.

Service Operation

There are 3 sets of messages required with regard to the service operation of Subscription services;

2.1 Subscription initiation

The following points must be included in the first message which the consumer receives and must appear before any promotional content;

- Name of service
- That the service is subscription based
- What the billing period is (week, month)
- How the user pays per billing period
- How to opt out of the service (including generic STOP command)
- Service operator details including UK Telephone number

2.2a Subscription reminder – where the service is charged less than or equal to 50p inc VAT.

At least once a month the cost per message (inc VAT) must be advised. This may be at the end of a service message, e.g. Latest score England 15 France 3. Each text costs 50p

2.2b Subscription reminder – where the service is charged at more than 50p inc VAT

At least once a month the following information must be sent to subscribers;

- Name of service
- That the service is subscription based
- What the billing period is (e.g. week, month)
- How much the user pays per billing period
- Service operator details including UK Telephone number

These points must be included in the first message which the consumer receives and must appear



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before any promotional content.

2.3 STOP command reminder

Subscription service users must be sent a reminder of the STOP command. The Service Operator must send this reminder every time the user's spend reaches £20 since the last STOP command reminder. If a service is designed to cost less than £20 per month then the Service Operator may choose to send the STOP command reminder once a month instead of implementing a mechanism to monitor actual spend.

Termination of Services

After a user has sent a STOP command to a service the service operator must not submit any further billing messages for the relevant service.

It is not acceptable to advertise a service with a minimum subscription period. Users must be free to leave the service at any time.

Timescales

Service operators must have implemented these requirements by 15 January 2005. In addition, service operators must send all existing subscription service customers STOP instructions during January 2005.

General

Please note that these requirements are in addition to the recently updated requirements on the STOP command.

3. MOBILE OPERATOR PREMIUM TEXT CODE EXTENSION – PHASE III

SUMMARY

This document outlines the agreement reached amongst the five licensed UK Mobile Operators (O2, Orange, Vodafone, T-Mobile and 3) in adding further consumer safeguards for subscribers consuming Premium Mobile Subscription Services monetised by charging to the subscriber's mobile account, including premium messaging, based on UK short-codes (irrespective of nationality of media), particularly in the areas of advertising, promotion and the operation of services.

The rules outlined herein have been formulated after receiving input from the individual Operators and the Mobile Aggregator/Content industry's leading players and associations, (Mobile Data Association/Mobile Entertainment Forum), during a 4-week consultation period during June 2005. It had been decided jointly by the relevant Operators that the rules herein will also apply to WAP/xHTML services billed using Premium Text. The Operators have agreed that they will incorporate this revised Code into their Premium Text contracts at the earliest opportunity.

Any non-compliance by an aggregator and/or service provider will be deemed to be in breach of contract and will result in action being taken under established Operator enforcement policies, which may include immediate termination of the short-code of the offending service. This can be undertaken by any Operator who will advise the other parties to this Code extension of their decision and grounds for termination of the service. Action taken by any other Operator participating in the Code extension will be taken independently and on the basis of its own assessment of the circumstances, its business requirements and contractual terms.

For the purpose of clarity and to avoid confusion, the previous Operator Codes (Phase I & II) issued in November 2004 and January 2005 remain valid unless specifically modified by requirements in the additions to this code.

3.1 ADVERTISING & PROMOTION

3.1.1 - TV Advertising – relating to Premium Text subscription services must include the following text in a prominent position within the body of the advert –

“Join / Subscribe to [name of service and optional description – maximum of 35 characters] for [cost of service in £] per [billing frequency]” – text must also include reference to any initial charge or fee if relevant

No deviations from or amendments to this text will be allowed in any form whatsoever.

This text must be permanently and statically displayed on-screen for the whole duration of the advertisement and must appear immediately adjacent to the main service short-code advertised in the same font type in monochrome colour and background (black on white or white on black) no smaller than 50%, (or 30 pixels whichever is the larger), than that used for the advertised short-code.

The following is an example;

“8XXXX – Join [or] Subscribe to [service name optional] for [cost of service in £] per [billing frequency]”

There must be a voiceover and that voiceover must include reference to any initial charge or fee if relevant. In addition, this text must be spoken as either part or all of the respective voiceover. Additional wording may be included to describe the service in greater detail if required as long as this doesn't interfere with or obscure the above.

3.1.2 - Radio Advertising - the voiceover for Premium Text Subscription Services shall note the cost per billing period, including any initial charge (e.g. membership, joining fee, etc) and renewing nature of the service as per Clause 3.1.1. this text must be spoken as part or all of the voiceover –

“Join [or] Subscribe to [service name optional] for [cost of service in £] per [billing frequency]”

No deviations from or amendments to this text will be allowed in any form whatsoever.

In addition, the voiceover must include details of a website location where the full terms and conditions of the individual service are displayed.

3.1.3 - Print & Web-based Advertising - relating to Premium Text subscription services must include the following text in a prominent position within the body of the advert (for adverts spanning more than one page, this text must be displayed on the first page of any advertisement. For Web-based adverts, the text must be visible without requiring the viewer to scroll down to see it) –

“Join [or] Subscribe to [service name optional] for [cost of service in £] per [billing frequency]”

No deviations from or amendments to this text will be allowed in any form whatsoever.

This text 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. The following is an example;

“8XXXX – Join [or] Subscribe to [service name optional] for [cost of service in £] per [billing frequency]”

In addition, any adjoining small print **MUST** start with the following text in “This is a subscription service, it will cost (£X) per (billing period) until you send STOP to the [short-code]”- this must be the advertised short-code used for activation of the service.

3.1.4 - WAP/MMS/xHTML Advertising – relating to subscription services where Premium Text is used as the billing mechanism. NB - Any WAP PUSH **MUST** be FOC to subscriber (billing event **MUST** be separate)

WAP PUSH/MMS - as per Web-based Advertising, the following text must be used;

“Join [or] Subscribe to [service name optional] for [cost of service in £] per [billing frequency]”

and this text must appear “above the fold” (i.e.; visible without having to scroll down for WAP ads) prior to consumer being offered ANY specific content or service.

WAP BROWSING – (unprompted subscriber navigation to a site) the following text must be used;

“Join [or] Subscribe to [service name optional] for [cost of service in £] per [billing frequency]”

and **MUST** appear immediately prior to and on the same page as content point of purchase (POP).

3.1.5 - SMS Advertising - For all SMS/MMS or WAP-based advertising, marketing or promotion, the message shall be FOC to the subscriber and begin with the text “FreeMsg”. For SMS-based advertising, marketing or promotion, the renewing nature of the service shall be disclosed, as shall the cost per billing period including any initial charge using the following text –

“Join [or] Subscribe to [service name compulsory] for [cost of service in £] per [billing frequency]”

No deviations from or amendments to this text will be allowed and multi-part or concatenated messages are also not allowed

For all promotional SMS, WAP & MMS-based advertising, marketing or promotion, the availability of an opt-out command to opt out of further marketing messages shall be provided within the body of the text. This must be STOP to originating shortcode as with other services or “send STOP to XXXXX” if not sent from short-code.

Advertisements remain subject to the relevant advertising industry organisations such as ASA and BACC et al who have a specific remit to ensure that all advertising is compliant with both industry specific regulatory bodies, such as ICSTIS in the case of PMS, and wider advertising regulations and these rules are in addition to any such existing obligations issued by these relevant bodies.

NB – If in any advertisement, irrespective of the media used, there are multiple price points and/or terms and conditions these must be clearly defined within the advert and each grouping thereof must use the prescribed text as above.

In addition, any offers that vary from a fixed cost per billing frequency must include a full description in either the [cost of service in £] or [billing frequency] sections of the prescribed text. E.g –

“Subscribe to [name of service and optional description – maximum of 35 characters] for [Introductory two weeks without charge, £3 per fortnight thereafter]”. It is important to note however that any attempt to over-complicate, mislead or obfuscate the true nature of either the costs or renewing nature of the service by manipulating or extending this text unnecessarily will be deemed to be not in the best interests of our subscribers and therefore in



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breach of this code.

3.2 OPERATION OF SUBSCRIPTION SERVICE

3.2.1 - User-Initiated MO - All subscription services (including but not limited to WAP services using premium text as a billing mechanism and Web-based registration) require opt-in using a subscriber-initiated MO SMS from the handset that will be charged. In the case of Web-based registration, a user-initiated reply containing a positive opt-in (“OK”, “accept”, “yes” et al) to a short-code originated MT is an adequate alternative to an MO-originated subscription registration, which remains the preferred model. To clarify, if a web or WAP service is not initiated by a keywords sent to a shortcode, then the alternative is that a MT message is sent to the user requiring a response from the user using a shortcode based MO message. If the correct response is not received, the registration must be treated as unsuccessful and no charges should be applied to the MSISDN that was used in the attempted registration. After a successful registration, 3.2.2 below applies

3.2.2 - Free or Billed Response to Subscription Message - After a user sends an MO message to initiate a subscription service they will receive a MT message containing the following text:

“[FreeMsg. To be used where the message is FOC to the subscriber] U have joined [or] subscribed to [name of service and optional description – maximum of 35 characters] for [cost of service in £] per [billing frequency] until you send STOP to [originating service shortcode]. Helpline [UK standard rate or free helpline number].”

NB - This must be the first message sent to the customer after the MO subscription message. It may be a free-to-receive message or the first of any billing messages. Note - the initiation of any form of subscription service must result in this SMS message being sent to the handset.

No deviations from or amendments/additions to this text will be allowed.

3.2.3 - Monthly Subscription Reminders - The format of the subscription reminder depends on the price of the service, however the obligation is to send the reminder monthly

3.2.3.1 For services which cost less than or equal to 50p incl VAT per ‘product’, the cost per ‘product’ or message must be sent monthly. This may be added to the end of a ‘product’ message.

For example “FA Premiership HT: Portsmouth 2, Southampton 1. Each text costs 25p

3.2.3.2 For services costing more than 50p per ‘product’, the following message must be sent monthly

“[Free Msg. To be used where the message is FOC to the subscriber] U are subscribed to [name of service and optional description – maximum of 35 characters] for [cost of service in £] per [billing frequency] Helpline [UK standard rate or free helpline number].”

Additional words may be added to the end of this message, but the above words must be used without deviation or amendment at the start of the message

3.2.4. STOP Command Reminder - Subscription service users must be sent a reminder of the STOP command. The frequency is determined by the cost of the service. A STOP Command Reminder must be sent every time the spend reaches £20 since last STOP Command Reminder.

If the service is designed to cost less than £20 per month, the service operator may choose to send the STOP Command Reminder every month instead of when £20 has been spent

The definition of ‘designed to cost’:

A £1.50 daily horoscope service is designed to cost more than £20 per month

A 25p football alert service which could theoretically exceed £20 in a month is not a service designed to cost more than £20 per month

The responsibility for separate STOP Command Reminders may be discharged by including the STOP command in every service message, such as the Monthly Subscription Reminder or in every billing message group.

The body of this message must read as follows:

“[Free Msg.]U are subscribed to [name of service and optional description – maximum of 35 characters] for [cost of service in £] per [billing frequency] until you send STOP to [originating service shortcode]. Helpline [UK standard rate or free helpline number].”

Additional words may be added to the end of this message, but the above words must be used without deviation or amendment at the start of the message

3.2.5 – STOP Confirmation - Cancellation resulting from an SMS MO containing STOP must be confirmed by a free MT message. All MT chargeable messages must cease on receipt of STOP command. The STOP Confirmation message may also be used to promote other services, but it should also be clear to the recipient that their original subscription has been cancelled.

3.2.6 – UK Helpline - Service operators must operate a standard or free rate customer helpline and advertise said number as in Clause 3.2.2. As an initial entry option to such a customer service helpline, they shall at all times offer direct access to spoken terms and conditions, containing all the information listed in clause 3.2.2. The Helpline, if manual, must be staffed during normal UK office hours and must provide a message-taking facility outside of these hours.

3.2.7 – Terms & Conditions - Service operators must offer a website, on whose home page there must be the terms and conditions of the service or a clear and prominent link to them. The terms and conditions must begin with the information listed in clause 3.2.2 provided in no more than 500 characters.

4. CODE OF PRACTICE FOR THE SELF REGULATION OF NEW FORMS OF CONTENT ON MOBILES (implemented on January 31 2005 by T-Mobile as “Content Lock”)

These are additional requirements whereby definitive age verification is required for services which fall within the scope of the “UK code of practice for the self-regulation of new forms of content on mobiles”. This includes visual content of an adult or violent nature which is rated as 18 such as picture messages, videos, unmoderated Chatrooms and mobile games. Chatroom & Dating services are subject to Content Lock unless they are fully “moderated” which is defined as a human real-time intervention to ensure that any messages containing personal details (which could allow the participants to arrange a physical meeting) are censored before they are delivered to the recipient. The Third Party Aggregator MUST notify us of all MO Shortcodes via the customer care form which are being used to access any of these services. Content Lock codes are submitted every Friday and take up to 10 working days to be implemented.

Currently T-Mobile cannot add voice or video services to our content lock via a shortcode, therefore it is the Third Party Aggregator’s responsibility if they have signed up to use voice or video to use the Feature Query capability (see section 13.2) available on TPG to check the mobile number trying to access such services.

4.1 Independent Mobile Classification Board - The IMCB is a self-regulatory body with 4 main functions

- (i) Provide full classification framework for 18 rated commercial content. The framework is consistent with standards used in other media. Content providers are required to self-classify as 18 all content unsuitable for minors in accordance with the framework.
- (ii) Advice to Content Providers
- (iii) Formal complaint mechanism for customers, content providers and other groups
- (iv) Final appeals mechanism for content providers.

4.2 WAP & URL Classification –The responsibility for ensuring that a URL is classified appropriately lies with the Third Party Aggregator. T-Mobile uses the surfcontrol system to obtain the classification of a site prior to deciding whether the consumer is allowed to go to that site in accordance with the documentation attached (Appendix A & B).

The surfcontrol site which is www.surfcontrol.net has a tab which enables content owners to check the status of their url and where appropriate to make a request to have this changed – T-Mobile receives a feed from surfcontrol which updates our content lock system.

4.3 Content Lock policy - The default setting for all prepay and postpay customers is that Content Lock is applied.

4.4 Removing Content Lock - T-Mobile customers are able to remove Content Lock by the following methods;

- (i) Identity Check – name and address,
- (ii) Credit Card - £2 will be taken and re-credited

The above options are possible via t-zones WAP, IVR (1818), customer services (150) or Web

- (iii) Point of Purchase – for new Postpay and Mix-It customers at T-Mobile Retail, The Link, Dixons, independent Dealers, Telesales and Direct Sales
- (iv) In Store – existing Prepay and Postpay can remove Content Lock at T-Mobile Retail stores by producing Credit Card, Drivers License or Passport.

For more info please refer to www.t-mobile.co.uk/contentlock. Details of the classification framework are at www.imcb.org.uk . All services subject to Content Lock or ICSTIS definition of Sexual Entertainment must be on 69, 79 or 89 shortcodes.

5. POLICY ON RECYCLED & PORTED/DEFUNCT NUMBERS

It is the Third Party Aggregators responsibility to ensure that all databases used by them and their clients are up-to-date and all permissions to use such numbers have been obtained. In addition to this, the following three policies must be adhered.

5.1 Recycled numbers - Customer Telephone Numbers (MSISDN) of consumers relinquishing them (for example if they cancel their contract with T-Mobile) may be recycled after a period of 6 months. Therefore if a subscriber has not been active for a period of 6 months that subscriber must be removed from databases which are used to send messages.

5.2 Ported & defunct numbers - If our platform returns Error Code -1960 (which means that the consumer is no longer a customer of T-Mobile or any Operator using the T-Mobile network) then this subscriber must be removed immediately from any services or databases used for delivering Premium-charged messages via T-Mobile networks.

5.3 Undeliverable Messages – Service Providers may find that a consumer number ceases to accept messages. T-Mobile and Virgin mobile do have different “inactivity” policies before the number is moved to the “not a customer” category as detailed in 5.2 above. The impact of retaining undeliverable numbers in Third Party Aggregators databases is that this can lead to excessive retry queues. Therefore T-Mobile requires that if either of the following occurs for a period of 30 days that the number is removed from any services or databases:

- (i) The error code -1974 Insufficient Funds is returned on all messages
- (ii) A successful handset delivery report is not obtained over a 30 day period

6. POLICY ON THE USE OF PROMOTIONAL MESSAGES

6.1 Allowed Promotional Messages Versus Spam - The Privacy and Electronic Communications (EC Directive) Regulations 2003 provides, amongst other things, that consumers may only be sent promotional messages if they have explicitly agreed to this or you obtained their details in a contractual relationship. T-Mobile shall take appropriate action to ensure its consumers are protected in this way – this may include suspension of services/clients and/or auditing of opt-in data including SMS, IVR and Web logs which must be retained by Service Providers for this purpose.

6.2 Free Marketing Messages - If a Third Party or Third Party Client is sending FREE MT Marketing Messages, then these must always start with the words “FREE MESSAGE” or “FREE MSG”. They must only be sent to a user regarding the same service which they have used previously and not to advertise completely different services and shortcodes. Information must be contained in this message to advise the user how to stop such messages if required. This is to allow the user to identify a service which has been previously used, see that they have not been charged for this message and allows them to stop any such messages.

The above policy also applies to non-subscription (as well as subscription) services and STOP or STOP ALL (see section 1) must stop any promotional messages if sent in response to a message.

7. POLICY ON THE USE OF WAP PUSH SERVICES

All WAP Push messages sent to T-Mobile customer must adhere to the following requirements;

7.1 Pricing of WAP Services – This must be clearly displayed immediately above any WAP link to ensure the user is aware if there is a charge for viewing such links.

7.2 MT Chargeable SMS – When sending MT chargeable SMS following a WAP link which has been followed by a user, the SMS must start by stating the user has been charged for receiving the MT SMS (e.g. Thank you for your purchase).

7.3 Premium WAP Push – This is not allowed on T-Mobile and all WAP push messages must be free to user.

7.4 Clarity of Shortcode used – When a WAP Push is sent to a T-Mobile user, the shortcode must be set out in the title/subject of the WAP push and the STOP Command must work with that shortcode to cease all promotional and chargeable messages.

7.5 Care Information - Every WAP push which is sent must contain (within one click of the landing page) instructions on how to stop any further WAP push messages.

8. OFF-HANDESET PURCHASES INDUSTRY GUIDANCE

National financial regulators have received guidance from the European Commission on whether the purchasing of third party content services by pre paid mobile customers who buy (third party) content services results in e-money being issued (normally by charging via PRS (premium rate services)). The EC guidance suggest that PRS can be opened up to services not delivered through the mobile device. In January 2006 the UK's regulation (the Financial Services Authority handbook) was updated to incorporate such guidance when considering whether services delivered outside the network constitute e-money.

Where does this leave PRS?

Previously, the FSA had issued guidance on e-money legislation to individual mobile operators which prevented telecommunications operators from enabling prepay customers to use certain premium rate services where the service itself is not delivered to the mobile phone.

In general, this restriction can now be lifted where there is a traditional revenue sharing relationship between the mobile operator and a merchant and where there is no direct payment relationship between the merchant and the end customer.

What can you do now?

The EC guidance suggests that premium rate services that you offer no longer have to be provided to the mobile phone.

Therefore, you can now offer new services such as:

digital services charged for using premium rate charges e.g. music downloads provided via the internet

digital token services charged for using premium rate charges e.g. parking tickets.

What can't you do?

Transactions that generate direct payment relationships between the prepay user and the merchant, for example, using PRS to top-up a third party account.

What's the catch?

The FSA has incorporated the EC guidance within its Handbook and will have regard to it in considering whether services delivered outside the operator's network constitutes e-money. As this is guidance subject to interpretation, we may, in certain circumstances, require you to change or withdraw a service. We would therefore caution you to only make appropriate investments in new services at this stage. You should not treat this guidance as providing legal advice in relation to any of the services you offer or wish to offer and, if you wish to obtain such advice, you should consult an independent legal advisor.

Implementation

Due to the uncertainty, mobile operators wish to take a cautious but practical approach to such services.

When using Premium Rate SMS to charge for services not delivered to the mobile device, the consumer must request the service each time using MO SMS. In this way, the consumer will always have complete control over what they spend.

Secondly, so that we can track the uptake of these types of services, for our own and regulatory/legal purposes, please keep these services all on separate shortcode ranges away from other types of services - i.e. when your customers are using shared shortcodes. The agreed shortcode range to run such services will be 78xxx to run standard e-money services and 79xxx for any adult e-money type services, subject to the relaxations defined below.

Finally, when requesting services from operators on such short codes, please make the operator aware that the services offered are the subject of this guidance note.

Following the above draft communications from the networks premium SMS may now be used to pay for content and services not delivered to the mobile, subject to the following conditions:

When using Premium Rate SMS to charge for services not delivered to the mobile device, the consumer must request the service each time using MO. In this way, the consumer will always have complete control over what they spend.

Restriction to 78/79 shortcodes is relaxed subject to the following provisions

- any shortcode where Off Handset Purchases are to be made available must be notified in advance to the Operator by means of the Customer Care Form
- any non 78/79 shortcode must be dedicated to one Merchant/Content Provider (i.e. not shared shortcodes)
- on request to Aggregator records must be available to show what Off Handset Purchase transactions have been processed from the shortcode, including a breakdown between digital and physical goods.
- Subscription services will be permitted subject to the existing policies and whereby each billing message to be worded as a receipt, i.e. message to begin “Thank you for your payment of £x ...”

Issued May 2005 by all mobile operators named and amended and updated by T-Mobile in May 2007.

9. RED & YELLOW CARDS ISSUED CROSS NETWORK

A joint network initiative is currently in place to monitor services being run by Third Party Aggregators where a Red or Yellow Card is issued for investigations into potential breaches of the cross network policies. Without prejudice to T-Mobile's other rights under contract, law or otherwise T-Mobile expects the following action to be taken on receipt of such cards:

RED CARD

Service to be ceased immediately on the T-Mobile network until the remedial action identified on the Red Card has been implemented and agreed in writing by T-Mobile. If no remedial action is taken then this service must remain off the T-Mobile network. If the service is running on a shared shortcode, then the keyword which is causing the investigation must be ceased but the shortcode can remain active. When remedial action has been taken, the Third Party Aggregator must notify T-Mobile. T-Mobile will then confirm in writing whether the service can resume on the T-Mobile network.

YELLOW CARD

Third Party Aggregator has two working days to provide relevant confirmation that remedial action identified on the Yellow Card has been implemented and the service can remain in place during this time. If no action is taken within this time, then a Red Card will be issued and the Third Party Aggregator must follow the above action.

PART II – GUIDELINES

GENERAL

These Guidelines have been produced from frequently asked questions which T-Mobile have been asked and we have tried to capture all queries to allow you to have an accessible reference document. These guidance notes are for reference only and all Third Party Aggregators must ensure they refer to the relevant contractual agreements where necessary.

1. SHORT-CODES.COM

T-Mobile have worked in conjunction with the other networks and have created a database www.short-codes.com for Third Party Aggregators to manage their own Shortcodes on line. This allows you to reserve such codes cross network. This website also provides information which provides cross network guidance on running services on these Shortcodes. The current ranges available for your use are as follows:

| Shortcode range | Lead operator (Lead Administration Network for each range) |
|-----------------|---|
| 60000 – 60999 | Orange |
| 61000 – 61999 | O2 |
| 62000 – 62999 | 3 |
| 63000 – 63999 | T-Mobile |
| 64000 – 64999 | Vodafone |
| 65000 – 65999 | Orange |
| 66000 – 66999 | O2 |
| 67000 – 67999 | 3 |
| 68000 – 68999 | T-Mobile |
| 69000 – 69999 | Vodafone |
| 78000 – 78399 | Orange |
| 78400 – 78799 | O2 |
| 78800 – 79199 | 3 |
| 79200 – 79599 | T-Mobile |
| 79600 – 79999 | Vodafone |
| 80000 – 80999 | Orange |
| 81000 – 81999 | O2 |
| 82000 – 82999 | 3 |
| 83000 – 83999 | T-Mobile |
| 84000 – 84999 | Vodafone |
| 85000 – 85999 | Orange |
| 86000 – 86999 | O2 |
| 87000 – 87999 | 3 |
| 88000 – 88999 | T-Mobile |
| 89000 – 89999 | Vodafone |

2. CUSTOMER CARE

2.1 Information Required – The Third Party Aggregator must provide up-to-date and accurate customer care details for all services on all bearers which it is providing to a T-Mobile Customer under the obligation of their contractual agreements. This must be provided via the agreed Cross Network Care Form (Appendix C, C1 & C2) using the appropriate sheets which are separated to include SMS, MMS and LBS on sheet one, Voice & Video on sheet two and Payforit details on sheet three. All changes must then be submitted using this form indicating necessary action required by T-Mobile every time a service has been amended. This will allow T-Mobile to upload this information upon receipt and make this available to all CSAs.

2.2 Shared Shortcodes – If a Third Party is using a shortcode for various shared services with different clients, then the contact number for the End User Customer Care Contact should be the Aggregator's Customer Care Number. This allows customer care for such codes to be directed to the correct content provider by the Aggregator.

2.3 T-Mobile Upload – On receipt of your care details these are changed to an XML file and uploaded to our Customer Service Database for the Customer Services Agents (CSAs) to direct any calls received appropriately. It is important that your full list of all services is included on your cross network care form and these details are as accurate as possible to allow our CSAs to direct calls correctly. As the cross network care form is used by all networks, not all information is required by T-Mobile, the following columns are all uploaded and available for our CSAs to view so these columns must be completed for the upload to work on T-Mobile:

SMS/MMS/LBS (sheet one – Appendix C)

Aggregator Name (column a) – This must always be the name of the Aggregator with the direct connection to T-Mobile.

Content Provider Name (column b) – This must be the name of the company providing the content.

Action required by NETWORKS? (column c) – Although this column is not uploaded this is used to action any requests and therefore please amend this where necessary when you would like T-Mobile to action anything. Any services which have already been submitted must be returned back to No Change when re-submitting your care form.

MO Short Code/ Long Dial (column d) - Mobile Originate Short Code or Number that is used by the consumer, this is one of the main search criteria required when customers call so please ensure this is added.

MT Short Code & Service ID (column e) - The Service ID (7000 xxxxx) in use with this service (note: this id is not visible to the consumer but can be seen on CSAs systems and is therefore another search criteria and must be included on your care form). As this is a cross network care form, you can include the MT shortcode required for other networks but this will be ignored by T-Mobile.

MO & MT charge (columns f & g) – This is the charge for messages originated from the consumer's handset and for messages terminated at the consumer's handset which is required to allow CSAs to advise customers of the cost of the service.



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Type of service (column h) – Please indicate what type of service is running on the shortcode.

Description of Service/Service Name (column i) – This should provide a brief overview of the service in no more than 400 characters, any more than this the form will not upload making the automatic upload more time consuming as we have to manually truncate the description to 400 characters.

Media Type (SMS, MMS, LBS) (column j) - Please indicate the media type of the service, this is another search criteria on T-Mobile so it is important you complete this column.

Is this an ICSTIS defined Sexual Entertainment Service or Code of Conduct Adult/18+ Service? (column n) – If you are running an adult service, please indicate if this service contains content that falls under the ICSTIS Code of Practice or the cross-network code of practice for new forms of content. The following action would be taken:

1. Not Adult – No Action
2. ICSTIS Code of Practice – Service must be on an Adult Shortcode
3. 18+ Code of Conduct – All services which state 18+ will automatically be added to T-Mobile’s 18+ Content Lock
4. Both – Points 2 and 3 must be followed.

If LBS is this compliant to the LBS Code of Conduct (column o) - For Location Based Services only, choose N/A if this is not a LBS service.

End user Customer care contact (email and Phone - should be a standard charge from a mobile in accordance with ICSTIS Guidelines) (column p) - A UK based customer services contact number (not premium rated) is required for consumers to contact regarding queries with the service. If this is a shared service this must be the Third Party Aggregator care number (see Part II, section 2.2).

Website address if available (column q) - Website address linked to the Service should be included here to help CSAs direct customers to such websites or enter Not available if there is no website address available.

Date Submitted – Although this column is not uploaded, this should be completed with the date you submit your care form to T-Mobile to provide indication that this row has been added or amended in some way.

VOICE/VIDEO (Sheet Two – Appendix C1)

Aggregator Name (column a) – This must always be the name of the Aggregator connecting to the Network.

Content Provider Name (column b) – This must be the name of the company providing the content.

Action required by NETWORKS? (column d) – Although this column is not uploaded this is used to action any requests and therefore please amend this where necessary when you would like T-Mobile to action anything. Any services which have already been submitted must be returned back to No Change when re-submitting your care form.

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Short Code (column e) - Mobile Originate Short Code or Number that is used by the consumer, this is one of the main search criteria required when customers call so please ensure this is added.

DDI (column f) – This column is not uploaded to our CSA database but must be provided to allow the routing of such voice or video Shortcodes (see Part II, section 5.1).

Per Minute Charge (columns h) – This is the per minute charge for the voice or video call from the consumer's handset which is required to allow CSAs to advise customers of the cost of the service.

Type of service (column i) – Please indicate what type of service is running on the shortcode.

Description of Service/Service Name (column i) – This should provide a brief overview of the service in no more than 400 characters, any more than this the form will not upload making the automatic upload more time consuming as we have to manually truncate the description to 400 characters.

Media Type (Voice or Video) (column l) - Please indicate the media type of the service, this is another search criteria on T-Mobile so it is important you complete this column.

Is this an ICSTIS defined Sexual Entertainment Service or Code of Conduct Adult/18+ Service? (column n) – If you are running an adult service, please indicate if this service contains content that falls under the ICSTIS Code of Practice or the cross-network code of practice for new forms of content. The following action would be taken:

1. Not Adult – No Action
2. ICSTIS Code of Practice – Service must be on an Adult Shortcode
3. 18+ Code of Conduct – All services which state 18+ will automatically be added to T-Mobile's 18+ Content Lock
4. Both – Points 2 and 3 must be followed.

End user Customer care contact (email and Phone - should be a standard charge from a mobile in accordance with ICSTIS Guidelines) (column p) - A UK based customer services contact number (not premium rated) is required for consumers to contact regarding queries with the service. If this is a shared service this must be the Third Party Aggregator care number (see Part I, section 2.2).

Website address if available (column q) - Website address linked to the Service should be included here to help CSAs direct customers to such websites or enter Not available if there is no website address available.

Date Submitted – Although this column is not uploaded, this should be completed with the date you submit your care form to T-Mobile to provide indication that this row has been added or amended in some way.

PAYFORIT (Sheet Three – Appendix C2)

Aggregator Name (column a) – This must always be the name of the Aggregator connecting to the Network.



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Merchant Name (column b) – This must be the name of the company providing the content.

MT Short Code & Service ID (column e) - The Service ID (7000 xxxxx) in use with this service (note: this id is not visible to the consumer but can be seen on CSAs systems and is therefore another search criteria and must be included on your care form). As this is a cross network care form, you can include the MT shortcode required for other networks but this will be ignored by T-Mobile.

Price (column i) – This is the charge for MT messages sent to the customers handset which is required to allow CSAs to advise customers of the cost of the service.

Service/Content Category (column e) – Payforit should be added here which would allow CSAs to search this type of services.

Description of Service/Service Name (column i) – This should provide a brief overview of the service in no more than 400 characters, any more than this the form will not upload making the automatic upload more time consuming as we have to manually truncate the description to 400 characters.

Is this a Code of Conduct Adult/18+ Service? (column n) – If you are running an adult service, please indicate if this service contains content that falls under the cross-network code of practice for new forms of content. The following action would be taken:

1. Not Adult – No Action
2. 18+ Code of Conduct – The Aggregator is responsible for ensuring the URL being used for this service is appropriately classified via surf control (see Part I, section 4.2), ensuring only 18+ verified users can access this content.

Action required by NETWORKS? (column o) – Although this column is not uploaded this is used to action any requests and therefore please amend this where necessary when you would like T-Mobile to action anything. Any services which have already been submitted must be returned back to No Change when re-submitting your care form.

End user Customer care contact (email and Phone - should be a standard charge from a mobile in accordance with ICSTIS Guidelines) (column p) - A UK based customer services contact number (not premium rated) is required for consumers to contact regarding queries with the service. If this is a shared service this must be the Third Party Aggregator care number (see Part I, section 2.2).

Website address if available (column q) - Website address linked to the Service should be included here to help CSAs direct customers to such websites or enter Not available if there is no website address available.

Date Submitted – Although this column is not uploaded, this should be completed with the date you submit your care form to T-Mobile to provide indication that this row has been added or amended in some way.

3. TCR PROCESS

T-Mobile will provide deadlines for the year and it is the Third Party Aggregator's responsibility to ensure they work to these deadlines. Reminders are normally sent two weeks before the submission date and if a Third Party Aggregator misses this deadline then any changes would need to be submitted into the next TCR submission. Live dates do sometimes get changed without much notice, but every effort will be taken to ensure this is communicated effectively. Any Shortcodes which have been submitted to a TCR cannot be removed and would therefore need to be submitted into the next TCR submission.

There are various MO price points available on T-Mobile (Appendix D). If using Virgin Mobile please remember their rating systems are separate to T-Mobile's and a Third Party Aggregator must ensure these are set up individually with Virgin Mobile.

Standard 10p MO Shortcodes can be ready within a 5 day turnaround, only SMS MO changes and voice and video requests should be submitted into the TCR process.

IMPORTANT NOTE: If you have any business critical shortcodes which are being submitted into a TCR, please let T-Mobile know to allow them to advise the rating team of the importance of these changes taking place on the agreed date.

4. SMS SHORTCODES

4.1 MO Activations - These should be submitted to T-Mobile using the cross network care form. T-Mobile will endeavour to process new standard (10p) MO Shortcodes within a 5 working day turnaround (subject to holidays or busy periods), any Shortcodes which need to be submitted into a TCR would take 4-5 weeks (see Part II, section 3).

4.2 MO Cancellations - Any Shortcodes which the Third Party Aggregator would like to cancel, should be submitted to T-Mobile using the cross network customer care form. These will be unbuilt from your account within a 5 working day turnaround (subject to holidays or busy periods), any non standard MO price points will be returned to 10p MO in the next available TCR and all MT ids in use on that shortcode will be returned to Built_reserved for future use. These details should then be removed from your cross network care form prior to your next submission.

4.3 Charges – All Shortcodes built up to and including the 15th of the month would be charged the whole of that month, any Shortcodes built after this date would commence charging at the start of the next month. All Shortcodes cancelled up to and including the 15th of the month would cease charging at the start of that month, any Shortcodes cancelled after this date would cease charging at the end of that month.

4.4 MT Service ID Activations - These should also be requested using your cross network care form and they would also be processed within the 5 working day turnaround (subject to holidays or busy periods). The service id will be sent to you for your use and your cross network care form should be updated with this id prior to your next submission of this form to T-Mobile. There are various price points available for MT (Appendix E).

4.5 MT Service ID Cancellations - When a short code which has a dedicated service id is released by the Aggregator then only the short code (which controls the MO SMS route) is unbuilt from the Aggregator's account. The service id remains built to the account and hence this is available to the Aggregator to re-use at some subsequent time. It is recommended that the Aggregator does not re-use this service id for a period of 60 days.

4.6 Migrations - Any migrations between Third Party Aggregators must be confirmed by both parties prior to any migration taking place. The Lead Operator (see Part II, section 1) of such Shortcodes should be provided with the confirmation and they will then update Short-codes.com to allow T-Mobile to proceed with the migration. Providing confirmation has been received, Shortcodes can be migrated any time during the working day, but five working days notice must be given to schedule this migration. If a shortcode is migrated up to and including the 15th of the month then the previous Third Party Aggregator charges would cease at the end of the previous month. If this migration takes place after the 15th of the month, then the previous Third Party Aggregator will be charged for that month and the new Third Party Aggregator will be charged from the following month.

5. VOICE & VIDEO SERVICES

T-Mobile is currently rolling out its Voice and Video Services on a trial bases and subject to an additional contract to your SMSC Access agreement. T-Mobile have various price points available for this service (Appendix F). The target timescale for the activation of such Shortcodes is 4-6 weeks as these Shortcodes would fall within the normal TCR process (see Part II, section 3) and therefore you must submit these using the deadlines which are circulated. The routing of such Shortcodes would then usually take up to 10 days to be implemented on the network after the TCR has gone live. There are various price points which are available on T-Mobile which should be taken into consideration when using this service (Appendix G).

5.1 DDI/Routing –The implementation on the T-Mobile network for video short code dialling is based on the same premise as voice short code dialling and hence the expectation is that the DDI to be used is a standard UK PSTN. We have based our revenue share on this premise so we would require the DDI to be a normal PSTN. However this has distinct risks since that number is directly dialable and hence the consumer would be charged for a land line call as against a premium rate for the short code.

The new number range BT has introduced using a number from the available range 0899912XXXX will provide a solution to this problem as the number range will not be available for mobiles to dial but can be used for calls originated within the network.

It is recommended that this is considered going forward to ensure that all future PSTNs are from this range.

When activating voice or video Shortcodes on both T-Mobile and Virgin you must ensure you have separate DDI numbers for the routing and these do need to be requested via both networks.

5.2 18+ Feature Query - As previously mentioned in Part I, section 4, T-Mobile's Content Lock currently does not cover Voice or Video services which are adult, therefore the Third Party Aggregator must ensure any 18+ services are verified in accordance with contractual obligations.

Attention is required to the Feature Query process to check Content Locked Shortcodes which is available through TPG. Therefore the Third Party must integrate to the TPG platform and implement the Feature Query capability. The Third Party must perform a Feature Query to determine the Content Lock status of a consumer prior to answering any adult video short code calls.

5.3 Traffic Reports – In accordance with contractual obligations, within 30 days after the end of each month the Third Party Aggregator must provide traffic reports for voice and video not just minutes, but include charged minutes (as voice has minimum call charges).

6. MMS

Any Third Party Aggregator using MMS through T-Mobile must sign up to an amendment to the original SMSC Access Contract to allow this product to be used. MO MMS will be charged at T-Mobile's standard rate and there is no revenue share available for this service on the MO. Set-up can be obtained by using e-mail or MM7. MT can only be provided on net only and the originator must be preset on a Third Party Aggregator's Account to allow this to be used. The current service design is that MT MMS is free to user so there is no integrated MT charge solution for MMS.

7. MT SMS Error Codes

The common error codes that will be returned are detailed below with the recommendations as to what should be done. The overall traffic volumes are measured on a monthly basis and T-Mobile will perform an assessment of the ratio between the messages that are accepted and the messages that are rejected. With active database management it is possible to achieve a ratio of 1:1 and this represents the Gold Standard. The notional ratio expected is 1:3 and where a Third Party Aggregator has a ratio in excess of 1:5 then this will trigger an investigation into the failed messages statistics and where this is found to exceed the guidelines detailed below then T-Mobile will expect an action plan from the Third Party Aggregator to address this.

The recommended number of failures per error code below represents the current expectations on the management of the failures and these have been set with a view to achieve an overall ratio of better than 1:3 however this will be subject to review and may well be lowered as part of an overall drive for Third Party Aggregators to have active database management and to achieve the Gold Standard.

| Error Code | Business Explanation and recommended action |
|------------|---|
| -1974 | <p>insufficient_funds</p> <p>The consumer account has insufficient funds for the transaction. Note that the T-Mobile platform will initiate a message to the consumer where the originator is set to “Network Msg” and the text “Free msg. Sorry, a service you ordered from 1234 could not be delivered as you do not have sufficient credit. Please top up to receive the service” The 1234 will be the value of Reply_Number of the failed message. The logic on the platform is that only one message will ever be sent to the consumer in a single day and the script runs hourly.</p> <p>The Third Party Aggregator is required to implement a queue system for messages that are in “retry” since a message to a consumer fails there is no point in submitting the other queued messages. Also the consumer is not likely to top up immediately as they either have to call the IVR (if they have registered a payment mechanism) or to purchase an E-Top up and hence the Third Party Aggregator needs to take this into consideration when designing retry schemes.</p> <p>T-Mobile has an expectation that for any Reply_Number and Service_Id combination there will not be more than 40 insufficient fund failures to a unique MSISDN in any calendar month.</p> <p>The Third Party Aggregator also needs to monitor for numbers which continually fail since these numbers may well be inactive (discarded by the consumer) and there is a finite time before these numbers are reclaimed by T-Mobile and disconnected from the network. T-Mobile recommends that if the Third Party Aggregator has been unable to deliver a message to the phone over 1 month then this number shall be removed from all databases.</p> |

| | |
|--------------|--|
| <p>-1969</p> | <p>cust_account_suspended The consumer account is in suspense on the T-Mobile network and this condition is triggered by :- At the consumer request as they may have “mislaidd” their phone The consumer has exceeded their credit limit The account is in dispute and therefore the account has been suspended These conditions are not going to clear in a matter of hours and may not clear until the next bill cycle therefore the Third Party Aggregator needs to take this into consideration in any retry scheme. The same rules for insufficient credit apply in terms of queued messages for this error code. This error code may be a transition to the account being cancelled so due notice of that needs to be taken into consideration as for the -1960 error code. T-Mobile has an expectation that for any Reply_Number and Service_Id combination there will not be more than 10 cust_account_suspended failures to a unique MSISDN in any calendar month</p> |
| <p>-1960</p> | <p>pcn_not_found The number does not exist on the T-Mobile network as recorded on the T-Mobile SEVAS database. This occurs when the number has been reclaimed from the PrePay system due to inactivity for a period of time, the consumer has cancelled their account, the consumer has ported to another network The Third Party Aggregator is to immediately remove this number from their database and shall no longer submit any messages to this number. In the event that the number has ported then the Third Party Aggregator will detect this when the consumer has submitted a new MO SMS and hence this will clearly show which network this consumer is now on. The Third Party Aggregator needs to be aware that T-Mobile has a policy whereby numbers which have been cancelled from the network are put into quarantine for a period of 6 months after which time they are released to the Number Management System and hence available for a new connection. In the event that the Third Party Aggregator neglects to remove such numbers from their database and a new consumer complains about receipt of text messages they had not ordered then T-Mobile will issue a Red Card to the Third Party Aggregator that originated these messages. T-Mobile has an expectation that for any Reply_Number and Service_Id combination there will not be more than 1 pcn_not_found failure to a unique MSISDN in any calendar month.</p> |
| <p>95</p> | <p>undeliverable_number The number exists on the T-Mobile systems however this is not a valid number for receipt of MT Charged SMS, for example a voicemail access number.</p> |

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| | |
|--|---|
| | <p>The Third Party Aggregator shall immediately remove this number from all databases since this number can not request a service and hence this should not be in a Third Party Aggregator database.</p> <p>Mobile has an expectation that for any Reply_Number and Service_Id combination there will not be more than 1 undeliverable_number failure to a unique MSISDN in any calendar month.</p> |
|--|---|

| | |
|-------|--|
| 53 | <p>Customer_category_disallowed</p> <p>The Third Party Aggregator account has a restriction as to the customer category that they are allowed to submit MT Charged SMS to and that the destination MSISDN is within this category.</p> <p>The Third Party Aggregator shall immediately remove this number from all databases since their contract with T-Mobile means that they are not allowed to submit requests to this customer category.</p> <p>Mobile has an expectation that for any Reply_Number and Service_Id combination there will not be more than 1 cust_category_disallowed failure to a unique MSISDN in any calendar month.</p> |
| -1963 | <p>mt_chg_sms_not_allowed</p> <p>The consumer account has been set to not allow MT Charged SMS to be delivered to this account. This may be set as part of the T-Mobile parental control or as part of the management of Corporate Accounts.</p> <p>The setting on the account will not change unless the consumer phones customer services and requests this to be changed. As such this result code will persist for some time and the Third Party Aggregator needs to take this into consideration when designing any retry schemes. Note the consumer will not be aware that there has been a failed message.</p> <p>Mobile has an expectation that for any Reply_Number and Service_Id combination there will not be more than 10 mt_chg_sms_not_allowed failures to a unique MSISDN in any calendar month.</p> |
| 101 | <p>content_lock</p> <p>This error code can only be generated if the Third Party Aggregator includes <Content_Lock>Y</Content_Lock> within the SMS_Options segment of the submitted xml.</p> <p>The consumer account has been set behind the T-Mobile Content Lock system and the setting on the account will not change unless the consumer takes the appropriate action to lift the Content Lock flag (so either via the IVR, dialling 1818, via the web on t-mobile.co.uk self serve or via WAP on T-Zones). Note that unlike the MO SMS and Wap page navigation the consumer will be unaware that a message could not be delivered to them.</p> <p>Mobile has an expectation that for any Reply_Number and Service_Id combination there will not be more than 10 content_lock failures to a unique MSISDN in any calendar month.</p> |

DOCUMENT APPROVAL

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Appendix A –

Surfcontrol Barring

| Surfcontrol Category | Barred |
|--------------------------|--------|
| Advertisements | No |
| Arts and Entertainment | No |
| Computing and Internet | No |
| Education | No |
| Finance | No |
| Food | No |
| Games | No |
| Glamour | No |
| Government | No |
| Health | No |
| Hobbies | No |
| Hosting Sites | No |
| Job search | No |
| Kids sites | No |
| Lifestyle | No |
| Motor vehicles | No |
| News | No |
| Photo searches | No |
| Real Estate | No |
| Reference | No |
| Religion | No |
| Remote Proxies | No |
| Sex education | No |
| Search engines | No |
| Shopping | No |
| Sports | No |
| Streaming media –Mixture | No |
| Travel – Universal | No |
| Usernet news | No |

Premium Rate Services – Policies and Guidelines

| | |
|----------------------------|-----|
| Web based E-Mail | No |
| Adult/ sexually explicit | Yes |
| Chat | Yes |
| Criminal skills | Yes |
| Drugs, Alcohol and Tobacco | Yes |
| Gambling | Yes |
| Hacking | Yes |
| Hate | Yes |
| Personal and dating | Yes |
| Violence | Yes |
| Weapons | Yes |

Appendix B

| Category | Defined Criteria |
|-------------------------|--|
| Adult/Sexually Explicit | <p>Adult products including sex toys, CD-ROMs, and videos</p> <p>Adult services including videoconferencing, escort services, and strip clubs</p> <p>Erotic stories and textual descriptions of sexual acts</p> <p>Explicit cartoons and animation</p> <p>Online groups, including newsgroups and forums, that are sexually explicit in nature</p> <p>Sexually-oriented or erotic full or partial nudity</p> <p>Depictions or images of sexual acts, including animals or inanimate objects used in a sexual manner</p> <p>Sexually exploitive or sexually violent text or graphics</p> <p>Bondage, fetishes, genital piercing</p> <p>Nudist sites that feature nudity</p> <p>Erotic or fetish photography, which depicts nudity</p> <p>NOTE: We do not include sites regarding sexual health, breast cancer, or sexually transmitted diseases (except in graphic examples).</p> |
| Advertisements | Banner Ad Servers |
| Arts & Entertainment | <p>Television, movies, music and video programming guides</p> <p>Downloadable (non-streaming) movie, video or sound clips</p> <p>Discussion forums on television, movies, music and videos</p> <p>Online magazines and reviews on the entertainment industry</p> <p>Celebrity fan sites</p> <p>Horoscopes</p> <p>Online greeting cards</p> <p>Jokes, comics, comic books, comedians or any site designed to be funny or satirical</p> <p>Circuses, theatre, variety magazines, and radio</p> <p>Broadcasting firms and technologies (satellite, cable, etc.)</p> <p>Book reviews and promotions, publishing houses, and poetry</p> <p>Museums, galleries, artist sites (included sculpture, photography, etc.)</p> |

| Category | Defined Criteria |
|--------------------------|--|
| Chat | Web-based chat |
| Computing & Internet | <p>Reviews, information, buyer's guides of computers, computer parts and accessories, and software</p> <p>Computer/software/Internet companies, industry news and magazines</p> <p>Personal storage or backup</p> <p>Pay-to-Surf sites</p> <p>Freeware, shareware, and software downloads</p> <p>Clipart, fonts and animated gif pages</p> <p>Downloadable mobile phone/ PDA games, themes, graphics, and ringtones</p> <p>Online photo albums/ digital photo exchange</p> |
| Criminal Skills | <p>Advocating, instructing, or giving advice on performing illegal acts such as phone, service theft, evading law enforcement, lock-picking, fraud, and burglary techniques</p> <p>Plagiarism/cheating, including the sale of research papers</p> |
| Drugs, Alcohol & Tobacco | <p>Recipes, instructions or kits for manufacturing or growing illicit substances, including alcohol, for purposes other than industrial usage</p> <p>Glamorizing, encouraging, or instructing on the use of or masking the use of alcohol, tobacco, illegal drugs, or other substances that are illegal to minors</p> <p>Alcohol and tobacco promotional Web sites</p> <p>Information on "legal highs": glue sniffing, misuse of prescription drugs or abuse of other legal substances</p> <p>Distributing alcohol, illegal drugs, or tobacco free or for a charge</p> <p>Displaying, selling, or detailing use of drug paraphernalia</p> <p>NOTE: We do not include sites that discuss medicinal drug use, industrial hemp use, or public debate on the issue of legalizing certain drugs. Nor do we include sites sponsored by a public or private agency that provides educational information on drug use.</p> |
| Education | <p>Educational institutions, including pre-, elementary, secondary, and high schools; universities.</p> <p>Educational sites: pre-, elementary, secondary, and high schools; universities.</p> <p>Distance education and trade schools, including online courses.</p> |

| | |
|--|---|
| | Online teacher resources (lesson plans, etc.) |
|--|---|

| Category | Defined Criteria |
|----------------------------|--|
| Finance & Investment | Stock quotes, stock tickers, and fund rates Online stock or equity trading Online banking and bill-pay services Investing advice or contacts for trading securities Money management/investment services or firm General finances and companies that advise thereof Accountancy, actuaries, banks, mortgages, and general insurance companies |
| Food & Drink | Recipes, cooking instruction and tips, food products, and wine advisors Restaurants, cafes, eateries, pubs, and bars Food/drink magazines, reviews |
| Gambling | Online gambling or lottery web sites that invite the use of real or virtual money Information or advice for placing wagers, participating in lotteries, gambling, or running numbers Virtual casinos and offshore gambling ventures Virtual sports leagues and sports picks and betting pools NOTE: Casino/Hotel/Resort sites that do not feature online gambling or provide gaming tips are categorized under Travel. |
| Games | Game playing or downloading; game hosting or contest hosting Tips and advice on games or obtaining cheat codes ("cheatz") Journals and magazines dedicated to game playing |
| Glamour & Intimate Apparel | Lingerie, negligee or swimwear modeling Model fan pages; fitness models/sports celebrities Fashion or glamour magazines online Beauty and cosmetics Modeling information and agencies |
| Government & Politics | Government services such as taxation, armed forces, customs bureaus, emergency services. Local government sites Political debate, canvassing, election information and results Local, national, and international political sites |

| Category | Defined Criteria |
|----------|---|
| Hacking | <p>Promotion, instruction, or advice on the questionable or illegal use of equipment and/or software for purpose of hacking passwords, creating viruses, gaining access to other computers and/or computerized communication systems.</p> <p>Sites that carry malicious executables or viruses</p> <p>Sites that provide instruction or work-arounds for our filtering software</p> <p>Cracked software and information sites</p> <p>Pirated software and multimedia download sites</p> <p>Sites that provide or promote parasites, including Spyware, Adware and other unsolicited commercial software</p> |
| Hate | <p>Advocating or inciting degradation or attack of specified populations or institutions based on associations such as religion, race, nationality, gender, age, disability, or sexual orientation</p> <p>Promoting a political or social agenda that is supremacist in nature and exclusionary of others based on their race, religion, nationality, gender, age, disability, or sexual orientation</p> <p>Holocaust revisionist/denial sites</p> <p>Coercion or recruitment for membership in a gang* or cult**</p> <p>Militancy, extremist</p> <p>Flagrantly insensitive or offensive material</p> <p>NOTE: We do not include news, historical, or press incidents that may include the above criteria (except in graphic examples).</p> <p>**A gang is defined as: a group whose primary activities are the commission of felonious criminal acts, which has a common name or identifying sign or symbol, and whose members individually or collectively engage in criminal activity in the name of the group.</p> <p>**A cult is defined as: a group whose followers have been deceptively and manipulatively recruited and retained through undue influence such that followers' personalities and behaviour are altered. Leadership is all-powerful, ideology is totalistic, and the will of the individual is subordinate to the group. Sets itself outside of society.</p> |

| Category | Defined Criteria |
|---------------------------------|--|
| Health & Medicine | <p>General health such as fitness and well-being</p> <p>Medical information about ailments, conditions, and drugs</p> <p>Medical reference</p> <p>Medical procedures, including elective and cosmetic surgery</p> <p>Alternative and complementary therapies</p> <p>Prescription medicines</p> <p>Hospital, medical insurance</p> <p>Dentistry, optometry, and other medical-related sites</p> <p>General psychiatry and mental well-being sites</p> <p>Promoting self-healing of physical and mental abuses, ailments, and addictions</p> <p>Psychology, self-help books, and organizations</p> |
| Hobbies & Recreation | <p>Recreational pastimes such as collecting, gardening, kit airplanes</p> <p>Outdoor recreational activities such as hiking, camping, rock climbing</p> <p>Tips or trends focused on a specific art, craft, or technique</p> <p>Online publications on a specific pastime or recreational activity</p> <p>Online clubs, associations or forums dedicated to a hobby</p> <p>Traditional (board, card, etc.) games and their enthusiasts</p> <p>Animal/ pet related sites, including breed-specific sites, training, shows and humane societies</p> |
| Hosting Sites | <p>Web sites that host business and individuals' web pages (i.e. GeoCities, earthlink.net, AOL)</p> |
| Job Search & Career Development | <p>Employment agencies, contractors, job listings, career information</p> <p>Career searches, career-networking groups</p> |
| Kid's Sites | <p>Child oriented sites and sites published by children</p> |
| Lifestyle & Culture | <p>Homelife and family-related topics, including parenting tips, gay/lesbian/bisexual (non-pornographic sites), weddings, births, and funerals</p> <p>Foreign cultures, socio-cultural information</p> |
| Motor Vehicles | <p>Car reviews, vehicle purchasing or sales tips, parts catalogues</p> <p>Auto trading, photos, discussion of vehicles including motorcycles, boats, cars, trucks and RVs</p> <p>Journals and magazines on vehicle modification, repair, and customization</p> <p>Online automotive enthusiast clubs</p> |



Premium Rate Services – Policies and Guidelines

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| Category | Defined Criteria |
|----------------------|--|
| News | <p>Newspapers online</p> <p>Headline news sites, newswire services, and personalized news services</p> <p>Weather sites</p> |
| Personals and Dating | <p>Singles listings, matchmaking and dating services</p> <p>Advice for dating or relationships; romance tips and suggestions</p> |
| Photo Searches | <p>Sites that provide resources for photo and image searches</p> |
| Real Estate | <p>Home, apartment, and land listings</p> <p>Rental or relocation services</p> <p>Tips on buying or selling a home</p> <p>Real estate agents</p> <p>Home improvement and inspection sites</p> |
| Reference | <p>Personal, professional, or educational reference</p> <p>Online dictionaries, maps, and language translation sites</p> <p>Census, almanacs, and library catalogues</p> <p>Topic-specific search engines</p> |
| Religion | <p>Churches, synagogues, and other houses of worship</p> <p>Any faith or religious beliefs, including non-traditional religions such as Wicca and witchcraft</p> |
| Remote Proxies | <p>Remote proxies or anonymous surfing</p> <p>Web-based translation sites that circumvent filtering</p> <p>Peer-to-peer sharing</p> |
| Sex Education | <p>Pictures or text advocating the proper use of contraceptives</p> <p>Sites relating to discussion about the use of the Pill, IUDs and other types of contraceptives</p> <p>Discussion sites on how to talk to your partner about diseases, pregnancy and respecting boundaries</p> <p>NOTE: Not included in the category are commercial sites that sell sexual paraphernalia. These sites are typically found in the Adult category.</p> |
| Search Engines | <p>General search engines (Yahoo, AltaVista, Google)</p> |

| Category | Defined Criteria |
|--------------------|--|
| Shopping | <p>Online auctions</p> <p>Department stores, retail stores, company catalogues and other sites that allow online consumer shopping</p> <p>Online downloadable product warehouses; specialty items for sale</p> <p>Freebies or merchandise giveaways</p> |
| Sports | <p>Team or conference web sites</p> <p>National, international, college, professional scores and schedules</p> <p>Sports-related online magazines or newsletters</p> |
| Streaming Media | <p>Streaming media files or events (any live or archived audio or video file)</p> <p>Internet TV and radio</p> <p>Personal (non-explicit) webcam sites</p> <p>Telephony sites that allow users to make calls via the Internet</p> |
| Travel | <p>Airlines and flight booking agencies</p> <p>Accommodation information</p> <p>Travel package listings</p> <p>City guides and tourist information</p> <p>Weather bureaus</p> <p>Car Rentals</p> |
| Usenet News/Forums | <p>Newsgroups</p> <p>Opinion or discussion forums</p> <p>Weblog (blog) sites</p> |
| Violence/Offensive | <p>Portraying, describing or advocating physical assault against humans, animals, or institutions</p> <p>Depictions of torture, mutilation, gore, or horrific death</p> <p>Advocating, encouraging, or depicting self-endangerment, or suicide, including through eating disorders or addictions</p> <p>Instructions, recipes or kits for making bombs or other harmful or destructive devices</p> <p>Excessive use of profanity or obscene gesticulation</p> <p>Sites promoting terrorism</p> <p>Excessively violent sports or games</p> <p>Offensive or violent language or satire</p> <p>NOTE: We do not block news, historical, or press incidents that may include the above criteria (except in graphic examples).</p> |

| Category | Defined Criteria |
|------------------|--|
| Weapons | <p>Online purchasing or ordering information, including lists of prices and dealer locations</p> <p>Any page or site predominantly containing, or providing links to, content related to the sale of guns, weapons, ammunition or poisonous substances</p> <p>Displaying or detailing the use of guns, weapons, ammunition or poisonous substances</p> <p>Clubs which offer training on machine guns, automatics and other assault weapons and/or sniper training</p> <p>NOTE: Weapons are defined as something (as a club, knife, or gun) used to injure, defeat, or destroy.</p> |
| Web-based E-mail | <p>Web-based e-mail accounts</p> <p>Messaging sites</p> |

Appendix D – MO Price Points

MO PRICE POINTS CURRENTLY AVAILABLE

| |
|------|
| 0p |
| 10p |
| 12p |
| 13p |
| 15p |
| 20p |
| 25p |
| 30p |
| 35p |
| 50p |
| 60p |
| 75p |
| 100p |
| 120p |
| 125p |
| 150p |
| 200p |
| 250p |
| 300p |
| 400p |
| 500p |

Although the 0p price point is available, please note you will be charged according to your bulk rate messages tariff as set out in our contract.

MT PRICE POINTS CURRENTLY AVAILABLE

We do not issue 0p MT ids, these would form part of your MT Bulk Messages if you do not add a service id to a service.

0p
10p
12p
13p
15p
20p
25p
30p
35p
50p
60p
75p
100p
120p
150p
200p
250p
300p
350p
400p
450p
500p
550p
600p
650p
700p
750p
800p
850p
900p
950p
£10.00

Appendix F - Voice & Video Price Points

| Voice & Video (Pence per minute) | |
|--|---|
| SMS must be at 10p to get these price points | |
| Voice & Video have to have same price points | |
| 10 | |
| 25 | |
| 50 | (This must be the lowest price point used for Video.) |
| 60 | |
| 75 | |
| 100 | |
| 150 | |
| 200 | |