

Direct phone: 07956 500356  
Direct fax: 01707 319021  
Ref: PM/GD-Dec08

16 December, 2008

Dear Partner

**Re: Payforit Mandate on T-Mobile**

As you are aware Payforit has been running successfully for a period of time and T-Mobile now wishes to clarify the circumstances where Payforit is mandatory.

Essentially Payforit will be mandatory on the T-Mobile network for all WAP/Mobile Web transactions with very few exceptions. This will apply from and must be implemented by 1<sup>st</sup> March 2009.

**1(a) MOBILE WEB**

**Any of the following events must adhere to the Payforit Scheme Rules.**

- All MSISDN Passing (which is only allowed as set out in Appendix A, below)
- WAP/mobile web purchases on a user's mobile – includes discovery via
  - a search engine
  - a banner/link on a mobile site
  - a shortcode directing to a WAP portal shop
  - browsing (direct or via bookmarks)

**Off the page adverts relating to a defined, specific purchase or defined, specific subscription can still be billed PSMS.**

**1(b) SINGLE CLICK – PAY PER PAGE**

**As a consequence of the above “pay-per-view/click/page” is not permitted except where within the Payforit Single Click Billing framework.**

- Single Click must first be applied for by Aggregators wishing to offer these types of services. Following approval individual services must also be approved by T-Mobile until further notice.

The above mandate will also include the current acceptable MSISDN Terms of Use which were communicated earlier this year and listed below Appendix A.

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**APPENDIX A – Current MSISDN Terms of Use – see below**

MSISDN passing is only permitted on T-Mobile;

- to enable a Payforit transaction which is charged for using T-Mobile's TPG platform (this also includes facilitation of the delivery of corresponding content as well as customer support)
- to allow consumers to receive marketing subject to the Payforit opt-in requirements
- to allow personalisation so that a content provider or retailer may identify returning customers and their preferences subject to (i) in this case the MSISDN may not be forwarded by the API to the provider/ retailer and (ii) this may only be used where there is a reasonable expectation that this will lead to a monetisation via a Payforit transaction
- to allow a content provider to provide content which is tailored to the location of the user subject to (i) in this case the MSISDN may not be forwarded by the API to the content provider or used in anyway as part of the service and (ii) Location services have been prior approved by T-Mobile and comply to the Location Code of Conduct.

If you have any questions regarding these changes, please do not hesitate to contact your Account Manager.

Yours sincerely



Gavin Dent  
Group Manager Commercial Partners  
For and on behalf of T-Mobile (UK) Limited