

# code of practice

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# 1

## Orange Code of Practice for Consumer Affairs (complaint handling and dispute resolution)

### introduction

This booklet explains the telecommunications services offered by us and tells you how and where to get help and advice. It also gives guidance in cases of complaints or disputes and includes an explanation of adjudication arrangements which provide a free of charge and independent way of resolving disputes.

### responsibility

We have adopted eight business principles that guide how we do business **responsibly** wherever we operate, five of which relate to customer service. We will deliver **quality, value and excellent service** to you. We will deliver quality and **value for money**, and always endeavour to **put customers first**. We will follow **responsible marketing practices**. We will make sure that our customers can make informed choices based on **honest and straightforward information**. We will provide information about **health, safety and environmental** aspects of our products and services. We will protect the confidentiality of information given to us by our customers in keeping with relevant laws.

The Code also gives guidance in cases of complaints or disputes and includes an explanation of adjudication arrangements that provide a free, convenient and effective way of resolving disputes that can't be resolved between the customer and Orange.

Further details on our business principles can be found at [www.orange.com/responsibility](http://www.orange.com/responsibility)

# terms and conditions, including prices and tariffs

## our services

We provide a range of voice, messaging, information services and content that can be bought either directly from Orange or from an authorised **Orange stockist**.

Our services in the UK are provided by more than 11,000 transmitter stations covering more than 99% of the UK population. Details of the most up to date local coverage can be found by visiting **[www.orange.co.uk/coverage](http://www.orange.co.uk/coverage)**. In the unlikely event that we lose your call we will automatically credit our pay monthly customers with up to a minute of talk time if they call the same number back straight away. All that we ask is that the original call was made by you and that the call was made to a chargeable number whilst in the UK.

As part of our commitment to corporate social responsibility and to the communities in which we operate, we have developed a framework in the UK called community futures, which is about enabling people to participate more fully in society.

The community futures program covers three core areas - charity, community futures awards and education. For more information on Orange's commitment to the environment we operate in please visit **<http://www.orange.co.uk/about/community/>**

## pricing information

You can connect to the Orange network on either a Pay monthly or Pay as you go service plan. Pay as you go service plans offer a simple approach to managing your communication needs with no minimum term contract. You simply top up your phone with credit prior to using it. Pay monthly service plans provide inclusive minutes and/or text messages in return for a monthly fee. Our pricing and charges are dependent on the type of services to which you subscribe. You'll find the most up to date information, along with copies of our standard terms and conditions, in Orange stockists and on our website at [www.orange.co.uk](http://www.orange.co.uk). Alternatively you can contact Orange customer services using the contact details at the back of this booklet.

**Pay monthly customers** will be sent an itemised statement for the services they use each month (unless they have agreed otherwise). This bill should be paid when you get it. Orange would recommend paying your bill via direct debit as this is the most convenient and cheapest method available. Other payment options are available but will incur an additional charge. For more information please contact Orange customer services for **Pay monthly customers** on 150 from your Orange phone or 07973 100 150 from any other phone.

**Pay as you go customers** are charged for usage on a call by call basis. You can obtain your current balance by calling 453 from your phone. You can receive an itemised statement by writing to Orange customer services. You can add money to a Pay as you go phone via the following methods; **Credit** or **Debit Card**, **Swipe Cards** or **e-top up** (available in most supermarkets and post offices), **Direct Debit** (subject to eligibility criteria) and **Cash Machine** top ups at selected banks. For more information please contact our customer services for **Pay as you go customers** on 450 from your Orange phone or 07973 100 450 from any other phone.

## contract conditions

The terms and conditions that are applicable to both our Pay monthly and Pay as you go service plans are available on our website [www.orange.co.uk](http://www.orange.co.uk), from Orange stockists or by contacting customer services using the details at the back of this booklet.

**Pay monthly service plans are subject to a minimum term contract which is dependent on the offer you select at the time of connection, the lowest available being 12 months. You can cancel your contract at anytime after the minimum term has expired by contacting Orange customer services using the details in the contact section at the back of this booklet and giving us one month's notice.**

# customer service

## refund policy

If we overcharge you for services provided we will apply a credit to your account to refund any overcharging as soon as we are notified of the overcharging or as soon as is reasonably practical. For Pay as you go customer's credit will be available for use immediately after they are applied. For Pay monthly customers credits will appear on the next monthly statement which we send to you.

## complaint handling process

If you want to make a complaint, firstly you should contact customer services **using the details in the contact section at the back of this booklet** and speak to us to discuss any problems you may have. In most cases your query will be answered immediately. If you have an issue which is not resolved then you will have the option to discuss the issue with a Customer Service Team Leader and if still unresolved a Customer Service Manager.

## alternative dispute resolution procedure

If after contacting us we have not resolved your complaint to your satisfaction within **3 months**, or if you have received a letter from us saying that your complaint has reached "deadlock", you may make a complaint through CISAS. **CISAS will not consider any complaint until one of the conditions for referral has been met.** CISAS is an independent alternative dispute resolution scheme which has been approved by Ofcom.

Details of the service are available by contacting Orange customer services or CISAS at the following address.

### Communication and Internet Services Adjudication Scheme (CISAS)

The Chartered Institute of Arbitrators

24 Angel Gate

City Road

London

EC1V 2PT

Tel: 020 7421 7432 Text Phone: 020 7242 5643

E-mail: [info@cisas.org.uk](mailto:info@cisas.org.uk)

Web site: [www.arbitrators.org/cisas](http://www.arbitrators.org/cisas)

**Alternatively**, your local Citizens' Advice Bureau or Trading Standards office may be able to help – please contact them directly.

## additional information

If you have subscribed to a premium rate text service and wish to end your subscription simply reply to the service with the word STOP. If you need to contact a premium rate text provider but no longer have their details please contact Orange customer services with the 5 digit code that sent the message and we will give you their contact details.

**Alternatively**, you can check the number yourself via the website of ICSTIS, the premium rate services regulator, at [www.icstis.org](http://www.icstis.org)

### Unwanted marketing messages and other SPAM text messages

If you are receiving unwanted marketing messages and you know the company who is sending them, you should contact the company directly to inform them of your new preferences. If you are unaware of the sender, or if you have previously contacted the sender and they are still sending you messages, please forward the message to SPAM 7726. We will use this information to monitor the amount and source of SPAM messages our customers receive and assist the different regulatory authorities to take action against offending organisations.

### **Unwanted marketing calls**

If you do not wish to receive marketing calls you should register your Orange phone number with the Telephone Preference Service (TPS). Registration takes up to 28 days to become effective. It is illegal for a business to make marketing calls to your registered number unless you have previously given them consent to do so.

### **Telephone Preference Service**

70 Margaret Street  
London  
SW1Y 4EE  
Registration line: 0845 070 0707

[www.tpsonline.org.uk/tps/](http://www.tpsonline.org.uk/tps/)

If you receive an unwanted marketing call and you are registered with the TPS, you should try to obtain as much information as possible from the person calling you such as the name of the company they are calling from and where they got your number. This information should be used to make a formal complaint to the TPS at the above address.

### **Directory enquiries**

We will enter your Orange number into directories. If you would prefer your number not to appear in directories please contact Orange customer services. If you would like your Orange mobile phone number to appear in the BT Directory just call Orange customer services. Your details will go into the BT paper directory when it is next published and into the 118 500 fixed line directory within 7 days.

### **Lost and stolen phones**

If your phone is lost or stolen you should let us know immediately. This will allow us to prevent any further calls being made from the phone which will help us protect you from incurring further charges. Where possible you should ensure your phone is protected by activating a SIM pin code (details of how to do this are in your phone's user guide). If stolen, we will also add your phone to the UK's database of stolen phones. This will prevent it from being used on any UK mobile phone network.

### **Keeping information about you confidential**

We are committed to safe guarding customer's personal data. All employees comply with our Customer Privacy Policy which governs the disclosure of information relating to customers. You are entitled to copies of your personal data which we hold for which there may be a small charge. To request copies of your personal data please write to the following address:

Orange Personal Communications Services Limited  
Customer Relations Compliance Team  
Astral House  
Senhouse Road  
Darlington  
County Durham  
DL1 4YQ

# how to obtain this Code of Practice

This Code of Practice is published on our web site at [www.orange.co.uk/about/regulatory\\_affairs](http://www.orange.co.uk/about/regulatory_affairs). Additional copies are available free of charge by contacting Orange customer services. It is also available in Braille, large print and audio format.

We have in place a number of additional codes of practice which provide details on a number of other areas – from access to adult content and location based services, through to premium rate services and the services we offer for disabled or elderly customers. For more information on these please visit [www.orange.co.uk/about/regulatory\\_affairs](http://www.orange.co.uk/about/regulatory_affairs) or contact Orange customer services.

# contact details of Orange and related organisations

Orange Customer Services should always be your first point of contact for any queries or complaints, but we've listed below some other organisations that you may need to contact from time to time.

## **Orange Customer Services**

PO Box 10  
Patchway  
Bristol  
BS32 4BQ

## **customer service phone number(s)**

### **pay monthly customers**

150 from your Orange phone or 07973 100 150

### **pay as you go customers**

450 from your Orange phone or 07973 100 450

### **customer service e-mail**

[customer.services@orange.co.uk](mailto:customer.services@orange.co.uk)

### **web site**

[www.orange.co.uk](http://www.orange.co.uk)

**Communication and Internet Services Adjudication Scheme (CISAS)**

The Chartered Institute of Arbitrators

24 Angel Gate

City Road

London

EC1V 2PT

Tel: 020 7421 7432 Text Phone: 020 7242 5643

E-mail: [info@cisas.org.uk](mailto:info@cisas.org.uk)

Web site: [www.arbitrators.org/cisas](http://www.arbitrators.org/cisas)

**Ofcom Contact Centre**

The Office of Communications (Ofcom)

Riverside House

2a Southwark Bridge

London

SE1 9HA

Telephone: 020 7981 3040

e-mail: [contact@ofcom.org.uk](mailto:contact@ofcom.org.uk)

Web site: [www.ofcom.org.uk](http://www.ofcom.org.uk)

**The Independent Committee for the Supervision of Standards  
of Telephone Information Services (ICSTIS)**

4th Floor Clove Building

4 Maguire Street

London

SE1 2NQ

Website: [www.icstis.org.uk](http://www.icstis.org.uk)

**The Office of the Information Commissioner**

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

E-mail: [www.ico.gov.uk](http://www.ico.gov.uk)

# additional information

This Code has been approved by Ofcom for the purposes of section 52 of the Communications Act 2003.

The Guidelines for producing codes of practice are on Ofcom's Web site at

[http://www.ofcom.org.uk/telecoms/ioi/g\\_a\\_regime/gce/ccodes/ccodes.pdf](http://www.ofcom.org.uk/telecoms/ioi/g_a_regime/gce/ccodes/ccodes.pdf)

# 2

## Code of Practice for the publication of prices of calls to Number Translation Services

### what are Number Translation Services?

In simple terms Number Translation Services (NTS) operate on telephone numbers that begin 08 eg 0800, 0845, 0870 (as well as some remaining old numbers that begin 0500). Although Premium Rate Services (PRS) that begin 09 can also be described as NTS, they are considered separately for these purposes.

NTS telephone numbers are examples of "non-geographic" numbers in that the number dialled does not relate to a specific geographic location (unlike numbers that begin 01 or 02). Instead, the number relates to a particular service, although at a technical level, the NTS number dialled is actually "translated" by the network to a geographic number to deliver the call to its destination (even though the caller will be unaware of what that destination is).

A very wide range of services offered by many different organisations are accessed via NTS numbers, which you can call from your Orange phone. These include information services, some technical helplines, telephone banking, sales and customer service lines.

### how do Number Translation Services work?

If you're using an Orange handset to call a NTS number, Orange is known as the 'originating communications provider'. Orange simply routes the call to another network operator, known as the 'terminating communications provider' who 'hosts' the service and has the commercial relationship with the organisation which actually provides the end service to you (although Orange also hosts a small number of NTS numbers itself).

The charging system differs depending on the type of NTS number being called and the agreement between the terminating communications provider and the end organisation (which might either receive some payment or might actually have to pay the terminating communications provider, if it wants to subsidise the cost of the call). In all cases, Orange (as the originating communications provider) will only retain a small amount to cover the cost of setting up and transferring the call.

### how much does it cost to call Number Translation Services?

If you're calling a NTS number beginning 08, the charge will appear on your bill or be deducted from your pre-paid credit in the same way as another type of call. The amount that you are charged will vary according to the number which you are calling and it may be higher than calling a geographic number. As the charges differ from those for calling geographic numbers, calls to NTS numbers will be excluded from any inclusive bundles of minutes.

In line with Ofcom requirements, Orange is committed to publishing the cost of calls to NTS numbers in our price guide with equal prominence to the cost of calls to geographic numbers, mobile numbers and other call packages. In particular we publish: the cost of calling 0800 ('freephone') numbers; any variations by time of day that apply to the cost of calling NTS numbers; and whether any special offers, discount schemes or call bundles apply to calls to NTS numbers.

All of this information and full details of the cost of calling all NTS numbers from an Orange phone are published in our price guides available from customer services or via our website:-

### pay Monthly Price Guide

<http://www.orange.co.uk/paymonthlyguide>

### pay as You Go Price Guide

<http://www.orange.co.uk/payasyougoguide>

In order to further ensure equal prominence is given to geographic numbers and NTS numbers beginning 08, we are committed to including, in our advertising and promotional material that refer specifically to call pricing, details of the maximum cost of calling an 08 number and where on our website the above price guides can be found.

### how to query or complain

If you have any query or complaint related to the cost of calling NTS numbers from your Orange phone or any charges which have appeared on your bill, you should contact Orange customer services.

If you have any query or complaint related to the use of NTS numbers more generally, you may decide to contact the independent regulator, Ofcom although it will not investigate individual consumer complaints. Further information on how to contact Ofcom is available at [www.ofcom.org/complain](http://www.ofcom.org/complain) or by calling 020 7981 3040 (or the textphone number 020 7981 3043 for the deaf, hard of hearing or speech impaired).

For queries solely in relation to this code, contact [simon.grossman@orange-ftgroup.com](mailto:simon.grossman@orange-ftgroup.com).

# 3

## Code of Practice for handling customer enquiries and complaints about Premium Rate Services (PRS)

### what are Premium Rate Services?

Premium rate services offer some form of information service or entertainment that is charged to your phone bill or deducted from your pre-paid credit.

They include TV vote lines, competitions, mobile ringtones and logos, as well as text or voice information and entertainment services and directory enquiry services. They cover voice and text, as well as photo, video and mobile internet services.

### how are Premium Rate Services charged?

If you're calling a voice service on a number beginning 09, the charge will appear on your bill or be deducted from your pre-paid credit in the same way as another type of call. The amount that you are charged will vary according to the number which you are calling, although it will be higher than calling a "geographic number" beginning 01 or 02. As the charges differ from those for calling geographic numbers, calls to PRS numbers will be excluded from any inclusive bundles of minutes.

Calls are charged at up to £1.70 per minute or per call depending on the kind of service that you are calling. Some calls may be subject to a minimum charge.

For simplicity, Orange groups 09 numbers into the following five price bands:-

- 1 Calls advertised as costing 10p-40p **per min** from a BT landline will cost 50p per min on Orange.
- 2 Calls advertised as costing 41p-70p **per min** from a BT landline will cost 90p per min on Orange.
- 3 Calls advertised as costing 50p-70p **per call** from a BT landline will cost 90p per call on Orange.
- 4 Calls advertised as costing 71p-£1 **per min** from a BT landline will cost £1.20 per min on Orange.
- 5 Calls advertised as costing £1.01-£1.50 **per min** from a BT landline will cost £1.70 per min on Orange.

If you're accessing a premium rate service via a 4 or 5 digit shortcode or via the Orange World WAP/internet site, you will usually be charged for the messages/content that you **receive** through a system known as 'reverse billing' (although you will sometimes be charged for the messages that you **send**). Of course, you should only receive reverse billed messages/content if you have previously requested/subscribed to the service, which is usually via an advertised shortcode or the Orange World WAP/internet site.

Charges for reverse billed services vary, up to a maximum of £5 for content cross network or £10 on Orange. However, some services may bill you for your content in small multiples so that you may receive several messages up to the total cost. So if you are requesting a service which costs £3, you may receive one message costing £3 or two messages costing £1.50 each.

## how do Premium Rate Services work?

If you're using an Orange handset to access voice or text premium rate services, Orange is known as the 'originating communications provider'.

For voice services on numbers beginning 09, Orange simply routes the call to another network operator, known as the 'terminating communications provider' who 'hosts' the service and has the commercial relationship with the service provider who actually provides the end service to you. Of the price that you pay, Orange only retains a small part to cover the cost of setting up the call, whilst all of the 'premium' revenue covering the cost of the service is passed to the terminating communications provider, who then shares it with the service provider.

If you're accessing a text, photo, video or voice premium rate service either by sending or calling a 4 or 5 digit shortcode or via the Orange World WAP/internet site (which will send you a reverse billed message), Orange is both the originating and terminating communications provider, because we have the relationship with the service provider. This can be a direct contractual relationship or an indirect relationship via an aggregator or connectivity partner. We therefore retain a larger part of the price that you pay, which is once again shared with the service provider.

## who regulates Premium Rate Services?

ICSTIS is the industry-funded regulatory body for all premium rate services. Its remit covers three areas:-

- numbers beginning with 09
- directory enquiry services on numbers beginning 118
- reverse billed shortcodes, where you are charged for receiving the content/messages, which will be 4 or 5 digits, beginning with either 8, 6 or 2

ICSTIS regulates premium rate services in their entirety - their content, promotion and overall operation. Its role is to prevent consumer harm. Amongst other things, it requires: clear and accurate pricing information; honest advertising and service content; appropriate and targeted promotions.

ICSTIS' powers come from its Code of Practice which must be complied with by any service provider that is providing a premium rate service. As explained above, where those services are provided via SMS, Orange will have a commercial relationship with that service provider. That means, if the service provider is not complying with the Code of Practice, ICSTIS can direct Orange to suspend the service or not to transfer/share the revenue generated to the service provider.

## barring, unsubscribing and preventing marketing calls

There are various ways in which you may choose to limit your access to premium rate services.

### **Barring**

As explained above, Orange groups 09 numbers into five separate pricing bands. By default, all customers (except business customers) will be able to call numbers only in bands 1-3. However, you may choose to bar your access or obtain access to all of those bands, which you can do simply by calling customer services.

### **Unsubscribing**

Rather than being one-off transactions ie requesting and paying for a single ringtone or logo, some premium rate services operating on SMS shortcodes are subscription services. This means that you agree to be charged on an ongoing basis eg for regular horoscopes or football scores until you decide to unsubscribe.

Unsubscribing should be achieved by texting STOP to the shortcode which is sending you the messages, but if you experience any difficulties you should call Orange customer services who will be able to give you the contact details of the service provider sending you the messages, so you can get in touch with them directly.

### **Preventing marketing calls and faxes**

Under Government legislation introduced on 1st May 1999 and replaced on 11th December 2003 by the Privacy and Electronic Communications (EC Directive) Regulations 2003, it is unlawful to make unsolicited direct marketing calls to individuals who have indicated that they do not want to receive such calls.

In order not to receive these calls, you can register your mobile telephone number with the Telephone Preference Service (TPS). It maintains a central database of telephone numbers which direct marketing companies are obliged to check and not allowed to call without prior permission. Further information and registration is available online at [www.tpsonline.org.uk](http://www.tpsonline.org.uk) or by calling the registration line 0845 070 0707 or general enquiries on 020 7291 3320.

Similarly, if you have an Orange Answer Fax, you can register not to receive any unsolicited sales and marketing faxes without prior permission, by registering your Orange Answer Fax number with the Fax Preference Service. Further information and registration is available online at [www.fpsonline.org.uk](http://www.fpsonline.org.uk) or by calling the registration line 0845 070 0702 or general enquiries on 020 7291 3330.

## how to query or complain

### 1. Contact Orange

If you have any general query or complaint about voice or text premium rate services, you should firstly contact Orange customer services. If you believe that you have been charged for a service which you have not requested or to which you have not subscribed, they will be able to provide information on obtaining a refund.

If you are experiencing problems with a particular shortcode, they will be able to give you details of the service provider operating the service, how to contact them and how to stop the service, usually by texting STOP to the shortcode.

(Alternatively, you can use the ICSTIS website [www.icstis.org.uk/consumers](http://www.icstis.org.uk/consumers) to check the number yourself to get the same information. The ICSTIS website will also enable you to get information about 11 digit numbers beginning 09, which is not available from Orange customer services.)

If you are unhappy with the response which you have received from Orange customer services, you may request that your complaint be escalated. Ultimately (after you have completed Orange's internal complaints procedure), you may be able to refer your complaint to Orange's external dispute resolution scheme known as CISAS (Communications and Internet Services Adjudication Scheme). CISAS is a totally independent scheme run by the Chartered Institute of Arbitrators, which Orange (and a number of other communications providers) have joined.

Further information is available at [www.arbitrators.org/CISAS](http://www.arbitrators.org/CISAS) or by calling 020 7421 7432. However, if your complaint relates to premium rate services, it may well be more appropriate for you to contact the service provider or ICSTIS (see below) as the next step.

### 2. Contact the service provider

Orange is not responsible for the actions of independent service providers, so you need to contact them directly if you want further information about the service being provided, if you are unable to stop the service or have any further complaint. All service providers should have customer service facilities to deal with any issues that arise.

### 3. Contact ICSTIS

If you do not get a satisfactory response from the service provider, you may wish to make a formal complaint to ICSTIS. It investigates complaints and has the power to fine companies and bar access to services if its Code of Practice is breached. It can also bar the individual(s) behind a company from running any other premium rate services under any company name on any telephone network for a defined period. Lesser problems can be dealt with by issuing formal reprimands or ordering companies to come to ICSTIS for prior approval.

ICSTIS' service is free to consumers and fully independent. Its contact details are:-

ICSTIS  
FREEPOST WC5468  
London SE1 2BR

Telephone 0800 500 212 between the hours of 8.00am and 6.00pm, Monday to Friday

[www.icstis.org.uk](http://www.icstis.org.uk)

But before making a formal complaint, you should first check that your complaint falls within one of the three areas of its remit and that it is not already investigating the service/promotion about which you wish to complain. You should also compile all of the necessary information. More detailed information about how to do all of this and how to submit your complaint (together with access to the online complaint form) is available on the consumer section of the ICSTIS website under 'How to Complain'.

For enquiries solely in relation to Orange's compliance with this code, contact [simon.grossman@orange-ftgroup.com](mailto:simon.grossman@orange-ftgroup.com).



For further information about Orange and our products and services please visit our website at [www.orange.co.uk](http://www.orange.co.uk)

The information contained within this booklet is correct at the time of going to press, but Orange reserves the right to make subsequent changes to it, and services may be modified, supplemented or withdrawn.

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