

BETWEEN:

PHONE-PAID SERVICES AUTHORITY LIMITED

Executive

- and -

STRIPEY GIRAFFE LTD

Respondent

ADJUDICATION BY CONSENT ORDER

On the matter being considered by the Phone-Paid Services Authority ("PSA") under case number 194493-X5H9D6 being the subject of an oral hearing requested by the Respondent and scheduled to be heard by a Tribunal.

AND UPON the parties having agreed breaches of the PSA 14th and 15th Editions of the Code of Practice as set out within the Statement of Facts and Evidence appended as a Schedule to this agreement, and appropriate sanctions and administrative costs to be imposed on the Respondent to dispose of this matter:

It is agreed and ordered that

1. The alleged breaches of the 14th and 15th Code of Practice ("**Code 14**" and "**Code 15**" respectively, collectively "**the Code**") as set out within the Statement of Facts appended as a Schedule to this agreement shall be upheld.
2. The following sanctions shall be imposed in respect of the agreed breaches and severity:
 - (a) A fine of £275,000 pursuant to paragraph 5.8.5(d) of Code 15 comprised of the following amounts for each breach:
 - (i) Breach 1 (pursuant to paragraph 3.3.2 of Code 15) £150,000, it being agreed that the breach is "*serious*".
 - (ii) Breach 2 (pursuant to Paragraph 3.2.1 of Code 15 and paragraph 2.2.7 of Code 15) £125,000, it being agreed that the breach is "*serious*".
 - (b) Refunds to all consumers who apply, for the full amount spent by them for the service.

(c) Compliance advice on future promotions to be sought and implemented to the satisfaction of either the PSA or Ofcom prior to re-starting the service.

(d) Payment of the PSA's administrative charges set out at paragraph 4 below.

3. The overall severity of the case is *"serious"*.
4. The Respondent shall pay a fixed amount of the PSA's administrative charge in the sum of £100,000 inclusive of VAT.
5. The Respondent is liable for the payment of the fine and administrative fee specified at paragraph 2(a) and 4 of this agreement.
6. The Respondent shall pay or may arrange for a third party to make payment of the fine and administrative charge within 30 days of publication of this Order.

SIGNED for and on behalf of the PSA:

Signature 

Print name 

Title: 

Date: 15/11/24

SIGNED for and on behalf of Stripey Giraffe Ltd:

Signature 

Print name 

Title: 

Date: 15 November 2024

Mr Julian Weinberg (Chair)
On behalf of the Oral Hearing Tribunal
Date 18/11/2024