

SERVICE-SPECIFIC GUIDANCE NOTE

Fundraising and other charitable promotions

EXECUTIVE SUMMARY

Quick summary on the use of fundraising and other charitable promotions:

- Promotional material must include clear information relating to the beneficiary and the amount to be paid to them.

1. Introduction

- 1.1. The purpose of this Service-Specific Guidance Note ('the Guidance') is to assist registered parties/providers ('providers') by clarifying PhonepayPlus' expectations around the use of fundraising and other charitable promotions.
- 1.2. For the purpose of this Guidance, fundraising and other charitable promotions are defined by PhonepayPlus as promotions for premium rate services, where either all, or part, of the total sum paid by consumers is paid out to an intended beneficiary who is a registered charity. Charities are free to run other types of services, and so this Guidance only refers to those services where the sole purpose is to facilitate the payment of a donation from a consumer to a registered charity. Charities who wish to set up other forms of premium rate service should refer to other relevant Guidance.

2. The role of Service-Specific Guidance

- 2.1. Service Specific Guidance does **not** form part of the Code of Practice; neither is it binding on PhonepayPlus' Code Compliance Panel ('the Tribunal'). However, we intend it to help providers understand how compliance with the Code might be achieved.
- 2.2. Providers are not obliged to follow this Guidance but, in the event of an investigation, a Tribunal will adjudge whether the alternative actions that providers took delivered compliance with the Code. We recommend that those looking to radically depart from this Guidance contact our Compliance Advice Team in reasonable time ahead of launching the service.

3. Requirements

- 3.1. Providers should ensure that all promotional material used for fundraising clearly states the following:
 - Either the total sum per premium rate donation which will be paid to the beneficiary. Where the amount varies between Network operators, we recommend that the minimum likely amount is used. To avoid variance, we would recommend the use of a charity shortcode;
 - The identity of the beneficiary, and;
 - Any restrictions of conditions attached to the contribution to be made to the beneficiary.
- 3.2. Where providers are looking to have a competition element in their service, it is recommended that they seek independent legal advice and refer to the Service-Specific Guidance Note on 'Competitions and other games with prizes'.