

**Annex A: Summary assessment of Guidance***Public consultation on Guidance Development  
February 2016*

Title of existing Guidance	Initial determination	Date of publication	Type of guidance	Commentary
Application-based payments	Retain current guidance	27 February 2012	General Guidance	Liaison with stakeholders suggests this remains fit for purpose. No change following app store pilot.
Consent to charge	Retain current guidance	1 July 2015	General Guidance	Updated in 2015.
Complaint handling	Retain current guidance	1 July 2015	General Guidance	Updated in 2015.
Definitions	Retain current guidance	1 July 2015	General Guidance	Updated in 2015.
Digital marketing and promotions	Amended guidance proposed as part of consultation	19 November 2013	General Guidance	Proposal to amend current guidance set out in this consultation in order that it is more accessible.
Due diligence, risk assessment, and control (DDRAC)	Retain current guidance	1 July 2015	General Guidance	Updated in 2015.
Enabling consumer spend controls	New guidance proposed as part of consultation	Not applicable	General Guidance	New guidance considered useful to explain expectations under Rule 2.3.6 of the Code and clarify meaning of 'excessive use'. Proposals set out in this consultation
Lower cost services	Retain current guidance	1 July 2015	General Guidance	Updated in 2015.
Method of exit from a service	Amended guidance proposed as part of consultation	31 March 2011	General Guidance	Proposal to amend current guidance set out in this consultation in order that it is more accessible.
Privacy	Retain current guidance	1 July 2015	General Guidance	Updated in 2015.
Promoting premium rate services (PRS)	Retain current guidance published following 2015 consultation	17 September 2015	General Guidance	Updated in mid-2015. Access Charge information amended in line with industry feedback.
The avoidance of undue delay	Retain current guidance	31 March 2011	General Guidance	The expectations are long-standing and clearly set out in current guidance.

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Advice services	New guidance proposed as part of consultation	Not applicable	Sector Specific Guidance	Previous guidance withdrawn when Special conditions took effect on 1 July 2015. Proposal to introduce new guidance set out in this consultation.
Children's services	Retain current guidance	31 March 2011	Sector Specific Guidance	While this will be considered again in light of any guidance on <i>Addressing Consumer Vulnerability</i> at the present time this is viewed as fit for purpose.
Competitions and other games with prizes	Retain current guidance	10 April 2013	Sector Specific Guidance	Compliance update issued in September 2013 following enforcement action; guidance considered fit for purpose.
Consumer credit services	Retain current guidance	9 December 2014	Sector Specific Guidance	Guidance developed in 2014 with new Special conditions taken into account; still fit for purpose.
Directory Enquiry (DQ)	Retain current guidance	31 March 2011	Sector Specific Guidance	PhonepayPlus issued a compliance update on 3 April 2014. While this highlighted issues relating to pricing complexities and transparency of information in promotional material, the current guidance was considered fit for purpose. We consider this remains true.
Employment services	Retain current guidance	31 March 2011	Sector Specific Guidance	Updated in line with the law in Spring 2013 and remains fit for purpose.
Subscription services	Amended guidance proposed as part of consultation	31 March 2011	Sector Specific Guidance	Proposal to amend current guidance set out in this consultation in order that it is more accessible and consistent with compliance update on Consumer Contract Regulations.
Virtual chat services	Retain current guidance	1 July 2015	Sector Specific Guidance	Updated in 2015.