

GENERAL AND SPECIFIC CONDITIONS APPLICABLE TO A SIX MONTH PILOT ALLOWING CHARITABLE DONATIONS TO USE A MONTHLY SUBSCRIPTION MECHANIC WITHOUT THE NEED TO COMPLY WITH RULE 2.3.12(d)(v) OF THE PHONEPAYPLUS CODE OF PRACTICE

PhonepayPlus will grant permission for the above service mechanic to operate without compliance with Rule 2.3.12(d)(v) of the PhonepayPlus Code of Practice (“the Code”), subject to the following general and specific conditions as set out below.

Conditions applicable to all Named Providers:

- (i) All provisions of the Code (as far as they are applicable) apply to the service.
- (ii) PhonepayPlus may impose further conditions and/or revoke an individual permission as it may deem necessary after giving reasonable notice.
- (iii) Permission granted under this six month pilot may be immediately revoked by PhonepayPlus at any time if any of the listed conditions are breached.
- (iv) PhonepayPlus may revoke an individual permission after giving reasonable notice.
- (v) Permission granted under this six month pilot will be subject to review by PhonepayPlus thereafter.
- (vi) The provisional date upon which the pilot will provisionally end will be six months from the date as specified in the notice. PhonepayPlus may in its discretion extend the pilot and will give reasonable notice where it decides to do so.

Conditions applicable to Level 1 provider

- (vii) All platforms and connections to a Network operator, or another Level 1 provider, that provide access to the service, and any other relevant services provided, are of adequate technical quality.
- (viii) The pilot enables the service to operate price points up to £10 in any given seven day period without triggering the use of the ‘*double opt-in mechanism*’ as would normally be required for this category of service ‘*Subscriptions over £4.50 in any seven-day period*’.
- (ix) The use of the SKIP remains the instruction command (throughout the duration of this pilot) which consumers must activate to ‘suspend’ payment of their monthly donation.
- (x) The monthly reminder containing the SKIP instruction must be sent 24 hours prior to when the consumer is due to be charged.

To demonstrate the use of SKIP the following key metric data must be provided for:–

- The number of people using SKIP in each month;
 - The total number of ‘uses’ of the SKIP function and as received in the first 24 hours from when the monthly reminder message is sent; and
 - The number of people using SKIP in consecutive months.
- (xi) The STOP command must be made available and fully functional throughout the duration of the service with consumers being reminded of the existence of the STOP command every three months.

To demonstrate the use of STOP the following key metric data must be provided for:-

- The number of people using STOP in each month (to contrast months where the consumer is notified of the STOP command to other months where they are not);
 - The number of 'uses' of the STOP command as received within 24 hours from when the reminder message is sent;
 - Confirmation as to the total number of 'consumers' who have exited the service (and to be broken down for each individual registered charity); and
 - Whenever the STOP command is activated, PhonepayPlus wishes to see confirmation as to the 'route' of entry by which consumers were recruited (i.e. call centre call, TV, print, street recruitment etc).
- (xii) Where the SKIP is activated for three consecutive months, this must automatically trigger the sending of a STOP command to the recipient.

To demonstrate its use, the following key metric data must be provided for:-

- The number of STOP commands automatically generated through the consecutive sending of three monthly SKIP instructions;
 - The total number of people exiting the service in this way; and
 - Whenever the STOP command is activated PhonepayPlus wishes to see confirmation as to the 'route' of entry by which consumers were recruited (i.e. call centre call, TV, print, street fundraising etc).
- (xiii) PhonepayPlus should be notified of all applicable shortcodes at the time the service commences.
- (xiv) All participating charities must be registered with the Charities Commission of England, Northern Ireland, Scotland or Wales and PhonepayPlus.
- (xv) PhonepayPlus must be notified and updated by the Level 1 provider of all participating charities partaking throughout and as part of this six month trial period.

Conditions applicable to Level 2 provider

- (xvi) Promotional material must not use the words 'FREE' or 'NO CHARGE' or contain wording that implies the same, except to state that the promotional message itself is free.
- (xvii) All free service messages as sent should start with the wording '*FreeMsg*' or equivalent at the outset of the message.
- (xviii) No free service may directly link to another product or service which carries a premium rate charge, unless the consumer is made aware of that charge and has consented to it.
- (xix) All promotional material be submitted for copy advice to PhonepayPlus prior to the launch of the service.