

## Pay-Per-Page or Image Viewed

### Notice of Special Conditions

This Notice is being issued to inform all providers involved, or intending to be involved, in the provision of Pay-per-Page or Image Viewed that Special conditions apply. Level 2 providers are required to comply with [the Phone-paid Services Authority's Code of Practice](#), and the Special conditions set out below, which are imposed under paragraph 3.11.1 of the Code.

Under paragraph 3.11.3 of the Code, “a breach of any special condition in respect of a high risk service imposed under paragraph 3.11.1 shall be a breach of the Code”.

Pay-per-Page or Image Viewed is defined as follows:

**“Any PRS that charges for individual static images, webpage of static images, or video footage (either a clip or segment of a narrative or complete film) or webpage of video footages, which is streamed - or otherwise viewed - on a website or other browser provided by the service for that purpose.”**

This definition does not include pay per product services where the items are downloaded and viewed separately from the current browser experience with charges levied for the download itself.

#### Special conditions

*Imposed under Annex 2, Paragraph 1.1 (k) and (l):*

*(k) information that is required to be given to callers in promotional material or at various stages before and during provision of a high risk service (including as to receipts);*

*(l) Callers not being charged twice for services they have already received;*

**PPV1** Where consumers retrace their steps to exit a website, they must not be charged again for pages which they have already viewed.

**PPV2** Each time the consumer incurs a charge, either to view a static image or piece of video footage or a page containing multiple static images and/or multiple pieces of video footage and/or links to multiple pieces of video footage, a receipt must be sent to them in either SMS or email formats as soon as is reasonably practicable. This receipt must detail the name of the service, the cost of viewing the static image, piece of video footage or page, and the name and contact details of the provider.

*Imposed under Annex 2, Paragraph 1.1(x): providers of higher risk services to notify the Phone-paid Services Authority at commencement of such services and provide any related information required by the Phone-paid Services Authority within a specified time period;*

**PPV3** Providers must inform the Phone-paid Services Authority<sup>1</sup> within 24 hours of any service becoming operational, and must also provide a description of the service, the name of the service and all relevant pricing points, all relevant shortcodes, examples of all promotional material, and any known websites where such material, or links to it, are likely to appear.

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<sup>1</sup> PRS providers can contact the PSA via [compliance@psauthority.org.uk](mailto:compliance@psauthority.org.uk).