









**Part 2 - Armstrong Bell Ltd**

**Code of Practice for Premium Rate Service and Number Translation Service Calls**

**Purpose of this Code of Practice**

This code informs you, our domestic small business information about Premium Rate Services (PRS) to



Armstrong Bell Ltd.  
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Premium rate services (PRS) are telephone numbers that is charged to your phone bill. PRS numbers starting 087 are also designated as Premium Rate numbers and subject to PRS regulation when the per minute or more. Typical services include TV votelines, mobile ringtone downloads, technical help and charity fundraising and adult entertainment.

Charges for these services are made up of two parts, a service charge and an access charge and added to your telephone bill. You will see the service charge advertised by the company providing the service alongside the number and this can be between 7p and £3 per minute, or £5 per call or per text (vat). The access charge is kept by us, your phone company. Our access charge for calling these services is shown in our price list, which is available on request from our Customer Services Team and via our website.

If you have a problem with PRS, we can help. We can provide advice on checking the telephone number for any PRS charges that appear on your bill and will try to help you identify the premium rate service providing the service. For advice on this. We can give you a factsheet on PRS.

You can also ask for help from PhonepayPlus (PPP) which is the industry body for Premium Rate Services. PPP operates a Code of Practice that sets out standards for the operation of PRS. You can use the PPP website at [phonepayplus.org.uk](http://phonepayplus.org.uk) to check PRS numbers directly and find details for the company in question or to submit a complaint. PPP has legal powers to require a provider of PRS to amend its service or promotional material (or both) and can also order refunds and impose penalties on service providers for breaches of the PPP Code. For other ways to contact PhonepayPlus, see the factsheet.

**Number translation services**

Number translation services (NTS) are based on numbers that are normally provided on 0800 and 0808 are used to provide freephone services (some freephone services are also provided on 0800 numbers). Numbers starting 084 are normally used for customer service helplines. 087 numbers are used for information services, technical helplines and telephone banking. They are used by organisations to help them provide management features such as intelligent call routing and fax services. Numbers starting 087 are also designated as Premium Rate numbers and subject to PRS regulation when they cost 7p per minute or more. Personal numbers prefixed 070 are also used for providing NTS such as 070 111.

Charges for calling services on NTS numbers are made up of two parts, a service charge and an access charge and the total is added to your telephone bill. You will see the service charge advertised by the company providing the service alongside the number and this can range from free up to 10.8p per minute or per call (excl. vat). The access charge is kept by us, your phone company. Charge for calling these services is shown in our price list, which is available on request from our Customer Services Team via our website. We can also give you a factsheet on NTS.





If you are unhappy with the help you have received from us on a problem with PRS or NTS, please contact William Copley tel 01527 834850 or email [William.copley@armstrongbell.co.uk](mailto:William.copley@armstrongbell.co.uk), who has responsibility for compliance with our code of practice for PRS and NTS. You may also complain using the complaints procedure set out in our complaints code including, ultimately, referring your complaint to The Communications Ombudsman.

### ***Internet diallers***

If you use the Internet, it is possible for software to be placed on your computer without you knowing - using the same methods as for computer viruses. This type of software (known as Internet or rogue diallers) can then make calls to PRS and NTS numbers without your knowledge. Software is available to detect this activity and we can help you to access this - please contact our Customer Services Team for details. PhonepayPlus has been given responsibility for policing this type of activity and you can contact them via [www.phonepayplus.org.uk](http://www.phonepayplus.org.uk) to ask for help or to report examples of this type of abuse. For other ways to contact PhonepayPlus, see the "Useful addresses" section below. We can also help by barring calls to 09 numbers.

### ***The Telephone Preference Service***

If you don't want to get sales and marketing calls you have not requested, you can add your details to a list run by the Telephone Preference Service (TPS). If your number is on the list, it is illegal for a company to call you for marketing purposes. You can contact the Telephone Preference Service via [www.tpsonline.org.uk](http://www.tpsonline.org.uk) or by telephoning 0845 070 0707.



## Useful addresses

**The Ombudsman Services - Communications (formerly Otelo)** – PO Box 730, Warrington, Cheshire, WA4 6WU. Tel: 01925 430870 or 0845 050 1614 email: [enquiries@otelo.org.uk](mailto:enquiries@otelo.org.uk) Website: [www.otelo.org.uk](http://www.otelo.org.uk)

**Ofcom** - Riverside House, 2a Southwark Bridge Road, London SE1 9HA. Tel: 020 7981 3040 or 0300 123 3333 email: [contact@ofcom.org.uk](mailto:contact@ofcom.org.uk) Website: [www.ofcom.org.uk](http://www.ofcom.org.uk)

**PhonepayPlus** - Clove Building, 4 Maguire Street, London, SE1 2NQ. Tel: 0800 500 212 or 020 7940 7474 Website: [www.phonepayplus.org.uk](http://www.phonepayplus.org.uk) email [info@phonepayplus.org.uk](mailto:info@phonepayplus.org.uk)

**Telephone Preference Service** - DMA House, 70 Margaret Street, London W1W 8SS Tel: 0845 070 0707 Website: [www.tpsonline.org.uk](http://www.tpsonline.org.uk)

**Federation of Communication Services (FCS)** - Burnhill Business Centre, Provident House, Burrell Row, Beckenham, Kent BR3 1AT. Tel: 020 7186 5432 email: [fcs@fcs.org.uk](mailto:fcs@fcs.org.uk) Website: [www.fcs.org.uk](http://www.fcs.org.uk)

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