

Document 5.1: Billing Transparency & "Broadband Label" Compliance

Filename: BILLING_2025_Transparency_Labels_SOP.pdf

1.0 THE "NUTRITION LABEL" FOR BROADBAND As of the 2025 Federal Regulatory mandate, all internet service plans must be accompanied by a standardized "Broadband Consumer Label" at the point of sale. This label is designed to provide clear, machine-readable information to prevent hidden fees.

- **Mandatory Data Points:** > * **Monthly Price:** Must show the base rate without promotional discounts.
 - **Introductory Rates:** Must explicitly state the duration of the discount and the exact "post-introductory" monthly price.
 - **Add-on Fees:** Itemized list of monthly discretionary fees (e.g., "Network Access Fee," "Tech Support Subscription").
 - **Performance Metrics:** Typical download/upload speeds and latency (measured in milliseconds).

2.0 PROMOTIONAL "WINBACK" AND BUNDLING OFFERS

- **Winback Eligibility:** Discounts offered to former customers are capped at a **12-month benefit period**. A "Cooling-off" period of 6 months is required before a customer is eligible for the same promotional rate again.
- **Bundling Credits:** A stackable **\$10.00/month multi-service credit** is applied when a customer maintains both a Mobile 5G plan and a Home Fiber plan on a single consolidated invoice.

3.0 NOTICE OF PRICE INCREASES

- Service providers are prohibited from increasing the price of a fixed-term contract (e.g., a 2-year deal) unless the change results in a **cost reduction** or a **speed increase** for the same price.
- For month-to-month plans, a minimum **60-day written notice** is required prior to any rate adjustment.