

## Chapter 7

# Charging consumers for telephone calls



7.2 Call charges

Call charges rule

- 7.2.1
- R
- A *firm* which operates a telephone line for the purpose of enabling a *consumer* to contact the *firm* in relation to a contract that has been entered into with the *firm*, must not bind the *consumer* to pay more than the basic rate for the telephone call.
- 7.2.2
- G
- The contract entered into with the *firm* may be in writing or otherwise.

Meaning of basic rate

- 7.2.3
- R
- For the purposes of the *call charges rule*, the basic rate is the simple cost of connection and must not provide the *firm* with a contribution to its costs or revenues.
- 7.2.4
- R
- The following numbers, if used by *firms*, would comply with the *call charges rule*:

(1) geographic numbers or numbers which are always set at the same rate, which usually begin with the prefix 01, 02 or 03;

(2) calls which can be free of charge to call, for example 0800 and 0808 numbers; and

(3) standard mobile numbers, which usually begin with the prefix 07, provided that the firm ordinarily uses a mobile number to receive telephone calls.
- 7.2.5
- R
- The following numbers, if used by *firms*, would not comply with the *call charges rule*:

(1) premium rate numbers that begin with the prefix 09;

(2) other revenue sharing numbers in which a portion of the call charge can be used to either provide a service or make a small payment to the *firm*, such as telephone numbers that begin with the prefix 084 or 0871, 0872 or 0873; and

(3) telephone numbers that begin with the prefix 0870 as the cost of making a telephone call on such numbers can be higher than a geographic cost and will vary depending on the *consumer's* telephone tariff.