



Standard Code of Conduct

This Code of Conduct is derived from the code the members of NOC – Network for Online Commerce have to sign. It will be used where no mandatory national code of conduct is available.

In case you are reselling our premium rate lines you shall bind your client to the rules below.

You shall maintain fair and professional business practice towards peers and customers at all times.

All services offered by you to customers shall be lawful and freely provide service information in a manner that promotes and preserves the principle of freedom of choice for customers in a fully informed environment.

You shall not mislead or seek to deceive customers regarding advertising, content, operation or billing of services.

You shall take all reasonable steps to ensure the protection of minors from exploitation in any manner including exposure to inappropriate service content.

Fraud and Security

We will cooperate in the identification and elimination of fraudulent telemedia activities. You shall monitor traffic and conduct analysis independently or in cooperation with us to identify abnormal trends or events.

Content

- You shall ensure that all services under your control are provided subject to all proprietary interests, rights, authorisations, licences and permissions including intellectual property rights having been obtained and any such requirement of law complied with as may be necessary to enable service to be made available to callers.
- All services must comply with the laws of the country within which the service is advertised or promoted.
- Where appropriate, all services shall be preceded by an announcement that callers are required to be aged 18 years or over.
- Services offering specialist advice or opinion must state the source of the information at the beginning of the programme.
- Services which reflect a particular religious or political viewpoint should pay due regard to the sensibilities of those who may reasonably hold differing beliefs or opinions.
- If not provided by the carrier, all services must include a welcome message, informing the caller about the price per minute /per call at the beginning of the call.



- If not done by the carrier, you will terminate calls after the maximal allowed duration of connections as stated by the carrier, the national regulator or in our documentation. The maximum duration can also be defined by a maximum amount of cost for the caller.

Quality

- You are responsible for the technical quality of speech, audio, data or video content of services presented to customers.
- You shall make all reasonable efforts to monitor the content, quality and related promotions for services under your control.

Promotion

- Advertising for telemedia services shall be restricted to appropriate media, which match the content, nature and general tone of advertising and programme material.
- All advertising shall include information of relevant call charges.
- All advertising shall include Service Operator contact details for customer contact or complaint.

Juveniles

All advertising targeting juveniles shall include a statement that parental approval is required to call the service.

Service Guidelines

Dialler Guidelines

The following requirements are offered as Guidelines for dialler software accessing domestic premium rate or international calls.

The signatory accepts to follow these Guidelines:

Clear Product Description

An overview of the product offered together with a brief outline of how the service will be presented to the customer.

Call Cost Information

A statement of the call cost expressed on a per minute basis or, if feasible, the total cost of the call will be presented to the customer.

Acceptance of Disclaimer

The user should confirm by ticking a check box or by clicking a 'confirm' button that they accept the overall disclaimer information. The set-up process should not proceed without such confirmation.

Age Disclaimer



The user should confirm by ticking a check box or by clicking a 'confirm' button that they are of the specified age to access the service. The set-up process should not progress without such confirmation.

Acceptance of Call Charges

The user must confirm by ticking a check box or by clicking a 'confirm' button that they accept and understand that the call charges will be included as an item on the telephone bill. The set-up process should not proceed without such confirmation.

Audio Call Progress

Call set-up information is to be provided at least in audio format. Dialling and modem tones should not be suppressed.

Screen Based Call Progress

Call progress information should be displayed and include the following items:

- Number being dialled
- Dialling progress
- Call answer and number confirmation
- Duration counter
- Call close and disconnect
- Total duration

Forced Disconnection

Forced call disconnection to be facilitated in the following formats:

1. Timed Auto - Disconnect (customer controlled)

Customer controlled timed auto - disconnect will enable the customer to preset the maximum duration of his connection if there is concern over the ultimate cost of a call.

2. Timed Auto - Disconnect (dialler controlled)

Dialler controlled timed auto - disconnect will define the maximum permitted call duration to avoid irresponsible or forgetful end users running up bills that will inevitably result in complaints or disputes. Obviously this will vary but 15 - 20 minutes is suggested as a guideline.

3. On Demand Disconnect (customer controlled)

Customer controlled on demand disconnect will enable the customer to opt - out at any time of choosing.

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Date and Signature