

Dear Sir/Madam

I am writing to you on behalf of the Advertising Standards Authority, to let you know about Ofcom's recent changes to non-geographic call charges. These changes affect how call charges should be displayed in marketing communications.

Since these changes only came into effect very recently, we're contacting you on an informal basis to let you know how your ads should be amended, if you are not already familiar with the recent changes.

How charges should be displayed:

The cost of calling service numbers is now made up of two parts:

1. An access charge: This goes to the caller's telephone company, charged as pence per minute.
2. A service charge: This is the remainder; it includes any revenue going to the service provider (that is you, the party being called), as well as revenue going to the 'terminating call provider' (or TCP: the company that provides the number to you).

Under Ofcom's policy, advertisers need to state the service charge for any service numbers given in marketing materials, and make clear that an access charge applies. We recommend the format "*Calls cost xp [or xp per minute] plus your telephone company's network access charge.*"

These rules will apply to all consumer calls to 084, 087, 09 and 118 numbers across the UK.

At present, we are contacting advertisers, including those brought to our attention by complainants, to let them know about the change in position and the only requirement is that you review your marketing material to ensure that it complies with the guidance above. It is important that this review is carried out, because it might be that, if we receive a complaint that your advertising is not compliant, a breach of the following CAP Code rules may have occurred:

- 3.1 *Marketing communications must not materially mislead or be likely to do so.*
- 3.9 *Marketing communications must state significant limitations and qualifications. Qualifications may clarify but must not contradict the claims that they qualify.*
- 3.10 *Qualifications must be presented clearly.*

If have any questions about how your non-broadcast ads should be amended to comply with the new position, or wider queries about whether your advertising complies with the CAP Code we administer, please feel free to contact our Copy Advice team. They aim to respond to enquiries within 24 hours, and you can reach them by calling +44 207 492 2100 between 9am and 6pm (GMT), or by visiting the [CAP website](#) to submit an advice request electronically.

I hope this information is helpful and I'd like to thank you for your cooperation. If you would like to know more about us and the work we do, please visit our website at www.asa.org.uk.