

	Original wording as prepared by the FCA in late 2014 or early 2015 and published in July 2015...	Suggested changes to incorporate OFCOM reforms effective 1 July 2015 and improve clarity...
	GEN 7.2 Call charges	GEN 7.2 Call charges
	Call charges rule	Call charges rule
GEN 7.2.1 R 26/10/2015	A <i>firm</i> which operates a telephone line for the purpose of enabling a <i>consumer</i> to contact the <i>firm</i> in relation to a contract that has been entered into with the <i>firm</i> , must not bind the <i>consumer</i> to pay more than the basic rate for the telephone call.	A <i>firm</i> which operates a telephone line for the purpose of enabling a <i>consumer</i> to contact the <i>firm</i> in relation to a contract that has been entered into with the <i>firm</i> , must not bind the <i>consumer</i> to pay more than the basic rate for the telephone call.
GEN 7.2.2 G 26/10/2015	The contract entered into with the <i>firm</i> may be in writing or otherwise.	The contract entered into with the <i>firm</i> may be in writing or otherwise.
	Meaning of basic rate	Meaning of basic rate
GEN 7.2.3 R 26/10/2015	For the purposes of the <i>call charges rule</i> , the basic rate is the simple cost of connection and must not provide the <i>firm</i> with a contribution to its costs or revenues.	For the purposes of the <i>call charges rule</i> , the basic rate is the simple cost of connection and must not provide the <i>firm</i> with a contribution to its costs or revenues.
GEN 7.2.4 R 26/10/2015	The following numbers, if used by <i>firms</i> , would comply with the <i>call charges rule</i> : (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.	The following numbers, if used by <i>firms</i> , would comply with the <i>call charges rule</i> : (1) geographic numbers or numbers which are always set at the same rate, which usually begin with the prefix 01, 02 or 03; (2) numbers which are free of charge to call, for example 0800 and 0808 numbers; and (3) standard mobile numbers, which usually begin with the prefixes 071 to 075 or 077 to 079 , provided that the firm ordinarily uses a mobile number to receive telephone calls.
GEN 7.2.5 R 26/10/2015	The following numbers, if used by <i>firms</i> , would not comply with the <i>call charges rule</i> : (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 <i>firm</i> , 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.	The following numbers, if used by <i>firms</i> , would not comply with the <i>call charges rule</i> : (1) premium rate numbers that begin with the prefix 09; and (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 <i>firm</i> , such as telephone numbers that begin with the prefix 084 or 087 .