

**Regulator finally moves in to shut down  
rip-off Call Connection services**

The **fair telecoms campaign** is delighted to welcome the introduction of new special conditions covering the provision of “**Information, Connection and Signposting Services**”.

These were announced today, by the **Phone-paid Services Authority** - [PSA updates requirements for all ICSS – regardless of number range](#) - and will come into effect on 20 December 2019.

With only a few minor qualifications, we are happy to say that the [new regulations, as stated](#) meet the demands made in [our response](#) to the consultation which preceded their introduction.

## The history

Announcement of these revised regulations marks the culmination of 3½ years of focussed campaigning on this issue. See [The ICSS ‘rip-off’ continues, due to a loophole in regulations](#).

We have been grateful for support from the broadcast media, e.g. [BBC Wales X-Ray - 20 Mar 2017](#), [BBC Radio 4 You and Yours - 16 Apr 2018](#), [BBC Radio 4 Money Box- 19 Jan 2019](#).

It follows enabling action taken by **Ofcom** last year - see [Victory for the fair telecoms campaign - Ofcom and the PSA bear down on scam call connection services](#).

## The new regulations

The provision of these “ICSS” services cannot be totally prohibited, despite the fact that few, if any, offer any worthwhile benefit to consumers. They mostly rely on being used by victims of deception or, at the very least, those anxious to make contact and not having the time to check that they are using the correct number.

ICSS Providers, on ALL types of “premium rate” number are now covered by clear regulations which demand that the nature of the service be clearly declared. It is no longer permissible to suggest or imply that a premium (084, 087 or 09) number is the genuine number required to contact an organisation.

The **fair telecoms campaign** trusts that consumers will now be well informed and able to avoid inadvertently using anything described as a “**call connection**” service. It is now imperative that search engine results make this entirely clear, without the need to consult a website to confirm the nature of the service.

## The future

We believe that this latter requirement should make it impossible to operate any such service legally, as few people would choose to call a premium rate number unless this were necessary, to access a premium rate service, and the charge for the service was justified.

It is therefore imperative that all breaches of these regulations - i.e. unclear promotion of call connection services - are immediately reported to the **PSA, and swift enforcement action is taken**.

Proper awareness of this scam and effective enforcement of these enhanced regulations should lead to this rip-off being consigned to history - we hope very soon.

