

APPLICATION FOR PRIOR PERMISSION

Issued: 29/5/03

Please refer to the relevant guidelines. Guidelines are available from ICSTIS Secretariat, or can be accessed at www.icstis.org.uk

Use continuation sheets if necessary. If re-typing the form, please include the question titles in bold.

| A: Applicant's Details | Service Provider* | Information Provider if applicable* |
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| Applicant's full name and legal status: (Ltd / plc / partnership / sole trader) | Please type / write clearly in BLACK ink | |
| Trading name if different from above | | |
| Company registration number: if applicable. | | |
| Correspondence address: N.B. PO Box numbers are unacceptable. | | |
| Site of call-handling centre: if different from above. | | |
| Registered office: if applicable and different from above. | | |
| Contact name for queries: | | |
| Telephone: | | |
| Fax: | | |
| E-mail: | | |
| Names of directors/partners: You might find it easier to enclose your firm's brochure or annual report if this lists these. | | |
| Experience of directors, partners, proprietor or firm in the provision of premium rate telephone services: If none , what business do you currently undertake? Enclosing a firm's brochure or annual report often helps applications. | | |
| | *A service provider is allocated a telephone number by a Network Operator (such as BT), and is paid the revenue generated by the service directly by the Network Operator. N. B. THE SERVICE PROVIDER MUST SIGN THIS FORM. | *An information provider is a service provider's client. It usually undertakes the promotion of the service itself, but uses a service provider's call-handling facilities. The service provider passes on a proportion of the revenue generated by the service to the information provider. MOST APPLICANTS HAVE NO INFORMATION PROVIDER. |

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| B: Proposed Service | |
| Title of the service: | |
| Purpose of the service: | |
| Network Operator: BT, Cable & Wireless etc. | |
| Tariff at which service will be charged to users: for example: 60 pence per minute. | |
| Dialling Code: for example, "0901". (If a full telephone number has been reserved for you, please state it.) N.B. Dialling codes must follow OfTel's numbering convention. | OfTel numbering convention: 0900 and 0901 for services costing no more than 60p per minute <u>and</u> less than £5.00 in total. 0907 for "Pay for product" services. 0909 for "Adult" services. 0905 and 0906 for all other premium rate services. |
| Promotion: How and where will the premium rate number be promoted? Remember that not all services are promoted by advertisement: some may be promoted by letter, on a web page, or printed in a manual. The service might even be promoted by word of mouth using a referral message. If promoted by advertisement, please list the types of publications in which the advertisement will appear. | (N.B. It is advisable to research advertising costs before making an application) |
| Promotional Material for the Premium Rate Number A "mock up" of the promotional material for the premium rate number MUST be provided with this application – otherwise your application will not be processed. Call the Secretariat for advice on 020 7940 7474 if you have any difficulty in providing this. Please fill in the checklist to confirm that the necessary information has been included: If the service is to be promoted by word-of-mouth, then "promotional material" will mean the script of the referral message. | <div style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;">Checklist for promotional material.</p> <p>Please tick the boxes below:</p> <ul style="list-style-type: none"> • A "mock-up" of the promotional material has been included with this form: <input checked="" type="checkbox"/> n/a <p>The promotional material contains the following information:</p> <ul style="list-style-type: none"> • The numeric cost per minute (or total cost of the call): <input type="checkbox"/> • The full name of the service provider (not a trading name)..... <input type="checkbox"/> • A full contact address (or a PO Box number and postcode)¹ <input type="checkbox"/> • The hours of operation (if not a 24-hour service) <input type="checkbox"/> <input type="checkbox"/> • If the promotion has a shelf-life of three months or more, a statement that the pricing information is correct at the date of publication, together with the date of publication. <input type="checkbox"/> <input type="checkbox"/> • If conversations are being tape-recorded, a warning to this effect. <input type="checkbox"/> <input type="checkbox"/> • If an advice service is being proposed, the current status/ qualifications/ experience of the persons providing the service ²..... <input type="checkbox"/> <input type="checkbox"/> • The word "free" has not been used to describe the service: <input type="checkbox"/> <p>NB Additional rules exist for particular types of service. See the ICSTIS Guidelines and part 5 of the ICSTIS Code of Practice.</p> </div> <p>¹ services can alternatively give a helpline number (see part 3.5 of the Code). ² see part 5.4.1 of the Code.</p> |
| Audience to whom the service will be marketed: If the service is aimed at a domestic audience, please include an age | |

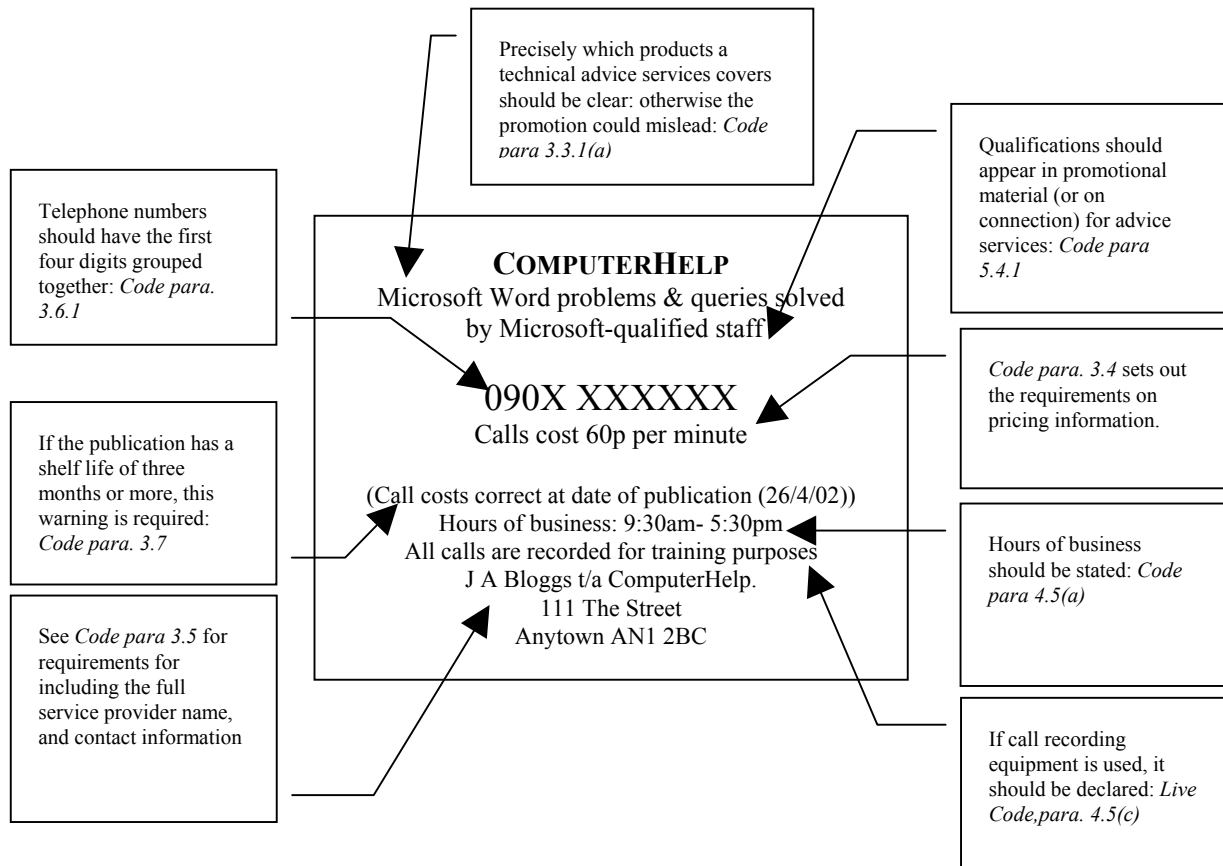
| | |
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| range. | |
| <p>Duration of the service (in minutes):</p> <p>Please note that the Committee is likely impose a maximum call duration condition based upon these figures.</p> | <p>Average: Maximum:</p> |
| <p>Format: Describe what will happen when a caller dials the service.</p> <p>Include the script of any spoken introduction to the service and what options are available to the caller if the service is menu-driven.</p> <p>If a service is being offered <u>over and above the audio content of the telephone call</u> – for example, if callers’ details are being registered on a database in order for a document to be sent to them by post – please give details of <u>when</u> this service will be take place.</p> | <p>Please note: “Live” services must, on connection state the name of the service provider and the cost of calls, and (if applicable) callers must be informed that calls are being recorded.</p> <p>See paragraph 5.4.1 of the Code regarding advice services and the requirement for a statement on connection of the identity, current status and any relevant professional qualifications or experience of the persons/ organisation supplying the advice / information.</p> |
| <p>Underage / unauthorised callers: Please give details of any measures designed to prevent (1) callers under the age of 18 from using the service. and (2) callers who do not have the permission of the telephone subscriber to call the service.</p> | <p>Underage callers:</p> <p>Unauthorised callers:</p> |
| <p>Sources of information given out by the service, or used by operators:</p> <p>i.e. reference books, support contracts, news-agency feeds etc.</p> | <p>(Remember to ensure that you are not breaching the copyright-owners’ rights.)</p> |
| <p>Legality: Details of any legal or regulatory requirements that need to be met prior to the commencement of the service. NB Services taking down callers’ details will need <u>data protection registration</u>.</p> | |
| <p>Redress: How will callers have recourse to redress and/or compensation in the event of faulty advice or poor value for money?</p> | |

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| C: "Live" Services Only | |
| Qualifications and training: Please detail how current and future operators will be trained, both to deal with the queries likely to be made by callers, and to comply with the Code of Practice. | |
| Identifying premium rate calls: Will operators be taking ordinary telephone calls in addition to premium rate telephone calls? If so, how will they know which incoming calls are being charged at premium rate and which are not? | |
| Keeping track of call lengths: How will operators be aware of the time elapsed, and when to end calls. | |
| Cover: What arrangements will be made to provide sufficient cover for sickness, lunch-breaks etc? | |
| Number of lines to be used: (i.e. number of simultaneous calls possible) | |
| Overflow: If more simultaneous calls are received than there are operators, what will happen? (ICSTIS prefers a short message to be played advising callers to call back later.) | |
| Queuing: Details of any call queuing system. (ICSTIS advises that if a queuing system has to be used, calls are not queued for more than 15 seconds) | |
| Out-of-hours service: What happens if a caller calls outside office hours? (ICSTIS prefers a short message to be played giving the hours of operation). | |
| Holding: Will callers be put on hold? Why, and for how long? (Generally, if calls must be held, it should not be for more than 15 seconds) | |

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| D: Declaration | |
| <p>In signing this form, you agree that if given permission, the service may only operate as described above, and subject to any conditions which ICSTIS applies within the permission certificate, and any amendments required by ICSTIS to the application above and notified at the time of issue of the certificate.</p> <p>You further warrant and undertake:</p> <ul style="list-style-type: none"> • that all necessary licences and/or permissions needed to operate the service will be held throughout the period the service is operating; • that the information submitted in the application is, to best of the applicants' knowledge and belief, accurate in all material respects, and does not omit any information which may reasonably be relevant to the application. WARNING: a knowingly false statement may have serious consequences; • that the applicant will notify ICSTIS of any material change in information in the application which occurs during the period in which the application is being considered, and that thereafter the applicant will continue to notify ICSTIS of material changes. | |
| Signed: | Date: |
| Name: | Position: |
| for and on behalf of (service provider) | |

REMEMBER TO INCLUDE THE "MOCK-UP" OF THE PROMOTIONAL MATERIAL

Sample Promotional Material: Advertisement in newspaper, manual, website etc.



Sample Promotional Material: Circular letter

COMPUTERHELP
J A Bloggs t/a ComputerHelp
111 The Street Anytown AN1 2BC

Dear Customer

We are pleased to announce a new service for our customers: the Wordprocessing Helpline. Our Microsoft-qualified staff should be able to solve problems with any version of Microsoft Word.

The Helpline number is 090X XXXXXX, and calls cost 60p per minute including VAT. Lines are open between 9:30am and 5:30pm.

Please note that calls are recorded for training purposes, and that calls costs are correct at the date of writing (26 April 2002).

We look forward to your calls.

Yours sincerely

J Bloggs.

Proprietor