

# Sales and Marketing of Code of Practice for Fixed-line Telecommunications Services

This Sales and Marketing Code relates to the sales and marketing activities of Simplisity Communications Limited. It is the foundation of the ethics and principles we apply in the operation of our business.

The purpose of this Code is to ensure that we provide you with standards of protection over and above those normally provided by the law and to ensure good practice and the responsible marketing and selling of Telecommunications Services ("Services"). We are committed to responsible sales and marketing activities to help ensure that our customers understand our Services and the key terms of any contracts they are entering into.

References in this Code to "company", "we", "us" and "our" refer to Simplisity Communications Limited.

## **Sales, Marketing, Advertising and Promotion**

You may learn about us in a number of different ways; Press adverts, Marketing promotions, post, fax, email or through direct contact with our sales staff. Regardless of where and how you come across us we will conduct our sales and marketing activities responsibly.

All our advertising and promotional materials will comply with the British Codes of Advertising and Sales Promotion and any other relevant advertising codes. Our advertising and promotional literature will be clear, unambiguous, accurate and fair and it will contain no false or misleading information about price, value or the Services.

We promise to respect your legal rights and wishes where you have registered with any preference service - the Mailing Preference Service, the Telephone Preference Service, the Fax Preference Service and the E-mail Preference Service.

## **Our Sales and Marketing Staff**

We have in place procedures to ensure that our sales staff and sales agents are carefully selected and properly trained. We select and train our staff and agents to ensure that they are equipped to can give you all the information you need about our Services and that any sales advice given to you is not misleading. We expect ensure that our staff employ always follow the highest standards at all times.

Salaries, commissions and incentives are structured and monitored such as to positively discourage any misleading or exploitative sales practices. We also monitor any commission and incentive schemes used by our sales agents for this same purpose.

## **Face to Face Customer Contact**

Unless you make a specific request, our sales staff and agents will not make face to face contact with you outside the hours of 08.00 to 20.00. All our sales and marketing representatives involved in face to face meetings will immediately identify themselves by name, our company, the purpose of the call and the expected length of the call.

We demand that all our representatives are smartly dressed, polite, courteous, use appropriate language and offer clear, honest and straightforward explanations to any questions you may have. Our representatives will not misrepresent our Services or any service that is being offered by another provider. Our representatives will cease contact

with you immediately if you indicate to them that their presence is inconvenient, unwelcome, inappropriate or too long. Our representatives will never take advantage of or abuse the trust of vulnerable customers especially the elderly and those with special needs.

### **Entering into a Contract**

We will take all reasonable steps to ensure that any individual entering into a contract is authorised to do so.

If you choose to enter into a contract at a face to face meeting with one of our representatives we will give you the following information in writing and in a clear and comprehensive manner:

- our contact details (address, telephone and fax number, email)
- a description of the Service sufficient to enable you to understand the option you have chosen and how it works
- information about the major elements of the Service, including the cost of any standing charges, payment terms, line rental, key call types and details of "protected" or "special support" arrangements
- details regarding provision of the Service such as the order process and, as accurately as possible, the likely date of provision. We will always keep you informed of any significant delays in the delivery date
- your cancellation rights and how to exercise them
- the period for which charges remain valid
- the minimum period of contract and minimum contract charges, if any.

If you place an order from a distance (for example, by post, telephone or over the Internet) all orders so placed will comply with the Distance Selling Regulations.

During the "switchover" period from another provider to us we will not charge you for any cancellation should you change your mind.

Whenever you enter into a contract with us, you will receive a copy of the contract as well as the following details in writing either at the same time or within 5 working days:

- information about any after-sales services or guarantees; and
- arrangements to terminate the contract.

If we find out that you did not understand the contract and did not intend to enter into a contract with us then you will be entitled to cancel your order and terminate your contract by notifying us in writing, by fax or email.

### **Complaints Procedures**

We are committed to addressing any complaints as fairly as possible and within a reasonable time. If you are dissatisfied with any aspect of our Services, please contact us and we shall do our best to resolve the problem as quickly as possible. You can contact us by any of the following ways:

**Telephone:** 08700 420 484  
**Email:** [complaints@simplisity.co.uk](mailto:complaints@simplisity.co.uk)

**Postal address:** Simplisity Communications Ltd, 45 Beech St. London. EC2Y 8AD