



Ofcom C8 Summary

Aerial Direct's summary of General Condition C8 Sales and Marketing of Mobile communication Services

What is C8?

General Condition C8 ("C8") is a set of rules that Ofcom requires us to follow overlooking how we sell mobile products and services to our customers and small businesses.

Customers have certain rights regarding sales and marketing of mobile services, and Aerial Direct as a business look to ensure at each stage we're embracing these obligations to do right by our customers by preventing any form of mis-selling or advising, as set out in this condition.

Employee awareness and ongoing training

Our teams must receive a good level of understanding and be fully trained to give potential and existing customers all the information they need at point of sale to decide about the services and products they are buying in accordance with Ofcom rules. The condition prohibits providers from engaging in and form of misleading across all channels and requires providers like ourselves to give honest, transparent solutions.

Internal and External Due Diligence

Aerial Direct don't currently allow any third-party organisations to offer Aerial Direct mobile services. Should this change in the future we would amend this summary, however for the avoidance of doubt, should this happen in the future we would carry out the following due diligence as directed by Ofcom:

- Applicable Credit checks of all partner third parties to best ensure that anyone offering Aerial Direct services can fulfil obligations to all customers
- That the directors of the organisation haven't filed for bankruptcy or previously gone into Administration, as this could demonstrate risk to the customer

In addition to financial soundness, we would also ensure any third-party organisations fully are aware of their requirements under Ofcom's C8, which include:

- Having a strong process to check customer's identity before a new contract has been agreed or changes are made to existing contracts
- Ensure the following information is available to all customers at the point they are about to take out a new or existing mobile tariff with or without a mobile phone:
 - Who the contract is with
 - The monthly recurring charges
 - Any one-off charges
 - Any charges for out of bundle items such as calls to mobile/landline
 - Contract duration and term
 - Cancellation information, including how etc
 - Is accurate and not misleading
 - If services aren't immediate then the provisional date from which the services are expected to be provided.
 - Details of any sales incentives which are being applied and the relevant terms and conditions.

This information is then sent to all customers in a robust medium that meets their accessibility requirements.



Aerial Direct or any partnered third parties which may offer products and services will ensure that sales records are kept for a minimum of 6 months after the sale as a minimum to support any enquiries.

Where a sales incentive such as 'cash back' or a 'free gift' offering has been applied which has had a bearing on acceptance of the contract; the records must be retained for 90 days after the incentive has been reached where outside of 6 months. The sales records must include the following information:

- The date the sale was made
- How the sale was made, i.e. face to face, online or telephone
- The place the sale was made, i.e. the location address
- Signed copies of the contract or a copy of the call recording where applicable and available.

Further information is required to be disclosed when using Sales Incentive and where a sales incentive for a mobile service has been applied, such as being offering cash back after the contract has been entered into, the terms and conditions must be provided along with easy to understand, fair instructions on how to claim the sales incentive with no unreasonable limitations preventing the claim.

The below information is sent out to customers in an electronic medium, although paper and other accessible mediums would be available on request:

- Full details of the company offering the sales incentive, whether this is directly from Aerial Direct or any future third party partners
- Full detail and a description of the sales incentive
- The relevant terms and conditions of the sales incentive, including how to claim in a plain English easy to understand manner

As set out by Ofcom, should you require a copy of C8 please use the following link to download it or alternatively we can send you a free of charge copy in the post.

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