



Our Consumer Code of Practice

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Virgin Media Consumer Code of Practice

At Virgin Media, our customers come first. We aim to give you the best customer service possible.

We've set out how we promise to look after you in this Code of Practice which covers how you can find information about our consumer services and how we deal with non-geographic numbers, personal numbers, and other premium rate services (such as SMS short codes). We also have a separate Code of Practice covering how we handle complaints, which can be found [here](#).

In addition to this Code we always work to comply with the principles outlined in regulations, and laws set both in the UK and in Europe. We are committed to providing full and accurate information in plain language about how our services are run, what they cost and how they should perform.

Nothing in this Code affects your statutory or common law rights, nor is anything contained in this Code intended to form part of a contract or collateral contract between Virgin Media and any of its subscribers.

Virgin Media Services

Virgin Media offers a full range of communication services including: Home Phone; Broadband; Television; and Mobile.

We provide full details of each service on our [website](#).

For more details on each service, you can go to the following pages:

[Home Phone](#)

[Broadband](#)

[Television](#)

[Mobile](#)

If you are not able to access this information, please let us know and we can provide information to you to assist with your query. [Click here](#).

Selling it right

Whenever you buy a Virgin Media service straight from us or through an authorised reseller, we want to make sure that you get all the right information up front.

We don't ever want to mis-sell our products or services, and this means we will not

- Leave out relevant information, or give false or misleading information, when selling to a customer
- Use any kind of unacceptable behaviour to get a sale or get a customer to switch from another provider
- Use the types of cashback schemes which make it difficult for customers to claim any cash they're owed

And when we are selling or promoting Virgin Media services, we'll never, ever

- be dishonest, misleading or deceptive
- be aggressive
- contact a customer in an inappropriate way

Where we sell Virgin Media services through a reseller, we also make sure they will behave in the same honest and appropriate way.

Before you buy

Before you buy any Virgin Media service, you should be given key information to make sure you make the right choice of service. This may vary by the product or service you're buying (an example, pay as you go mobiles will have a lot less information than signing up to a monthly contract for broadband or the latest mobile).

It will be clear that you are buying a Virgin Media service; how to contact us; the key charges for the service (including monthly charges where applicable), termination rights and cooling off periods.

Full details of the minimum information for pay monthly mobile contracts are contained in an Ofcom regulation known as General Condition 23. This regulation also sets out the obligations on all mobile providers not to mis-sell, and to ensure that we keep relevant information for an appropriate period of time to be able to respond to any issues. The link to this condition is [here](#).

Non-Geographic Numbers

How non-geographic numbers are charged can be more complex to understand than calls to '01', '02' or mobile numbers. Here's our short guide to help you understand what non-geographic numbers are and how you can find out how much they will cost you to call.

What are non-geographic numbers?

They're numbers that usually start with the digits '03', '084', '087' or '09' rather than being tied to a town or place. Some ranges are also called "Service Numbers" or "Premium Rate Numbers".

There are also specific ranges used for "Personal Numbers" – '070', and Directory Enquiry services – '118'.

It's important to understand the differences between them.

03 Numbers

03 Numbers are used for customer helplines by companies and public authorities. They are charged at the same rate as normal UK "geographic" numbers that start 01 or 02. This means that if you have an inclusive allowance for calls to UK numbers, then this will include calls made to 03 numbers as well as 01 and 02 numbers.

080 Numbers

080 Numbers are free to call from any landline or mobile phone. They can be used by charities, helplines or businesses. Calls made to 080 numbers will not be shown on any bill.

084 and 087 Numbers

084 Numbers are now referred to as "Service Numbers", and tend to be used by commercial organisations. The cost of calling Service Numbers is split into two parts; the access charge, which is the part that Virgin Media charges and the service charge which is charged by the Service that you are calling.

The access charge is a single pence per minute rate set for all Service Numbers, and we let you know what it is on your bills and on our [website](#).

The service charge is not set by us, but has to be advertised by the company that you are calling. Service charges for 084 numbers cannot be more than 7 pence per minute. Service charges for 087 numbers cannot be more than 13 pence per minute.

Where calls to 084 and 087 numbers are included in your package, then you will not be charged either the access charge or the service charge for these calls.

09 Numbers

09 Numbers are also Service Numbers, and therefore will be charged in two parts; the access charge (which is set by Virgin Media and is always the same for any Service Number called) and the service charge which is set by the company that you are calling. 09 numbers can have higher service charges than 084 or 087 numbers, and sometimes the service charge is considerably higher.

09 Numbers may also be called “Premium Rate Services”. They are usually used to call information or entertainment services.

We’re talking about things like:

- TV votelines (like Big Brother)
- Competitions
- Information services that bring you weather, traffic, etc.
- Ringtones and picture downloads
- Helplines
- Chat services
- Charity donations
- Sports results

118 Numbers (Directory Enquiry)

118 Numbers are used to call Directory Enquiry providers, but are also Service Numbers, so will still be charged in two parts; the access charge (which is set by Virgin Media and is always the same for any Service Number called) and the service charge which is set by the Directory Enquiry Service that you are calling. Typically, they also have higher charges than 084 and 087 numbers.

You may be able to be connected to the number that you are searching for by the Directory Enquiry Service, but you may still continue to be charged at the 118 call cost rate.

070 Personal Numbers

They’re numbers that start with the digits ‘070’. They offer a single number for receiving calls at almost any of the user’s telephone numbers, including mobile numbers. They are not split into an access and service charge and will be charged as set out on our [website](#).

Sometimes these are confused with ordinary mobile numbers (which start 07), but typically the cost of calling a Personal Number is higher, so it’s worth checking to see if you are calling an 070 number.

How Much Does it Cost to Call These numbers ?

03 numbers are charged the same as calls to 01 and 02 numbers.

They will also be included in any allowance for calls to 01 and 02 numbers. For the cost of calling 01, 02 or 03 numbers when they’re not in your package go to our [website](#)

Service Numbers (084; 087; 09 and 118) The cost of calling Service Numbers is split into two parts; the access charge, which is the part that Virgin Media charges and the service charge which is charged by the Service that you are calling.

You can find the Access Charge on your monthly bill, and also [here](#). It is always a set pence per minute charge.

Service Charges are set by the company that you are calling; however we do offer a guide to service charges on our [website](#). The Service Charge can be either a per minute charge; a per call charge, or a combination of a per call plus a per minute charge.

Personal Numbers (070) The cost of calling Personal numbers can be found on our [website](#).

Other Premium Rate Services

Some services don't use "traditional" telephone numbers, so it's good to be aware of them as well

- Text services - normally use short codes that are four or five digits long followed by a keyword e.g. 83333 Imogen
- TV Access - you can access premium rate services through your TV too, just by pressing a button on your remote control. The phone-paid Services Authority who regulate products or services charged to a user's phone bill, says although the premium rate number won't be shown, the company should let you know how much it costs to use the service.

Premium rate text subscription services

They're subscription services that offer to send ringtones, jokes or even regular news updates to your phone until you ask them to stop. To kickstart the service, they ask you to send a keyword like RINGTONE to a five or six digit shortcode.

Often you'll pay for every message you receive, as well as the initial message you send. And the first message you receive should tell you:

- how much the service costs
- how often you'll receive messages
- how to stop the service when you want to

Beware! Not all companies send this info. You'll normally pay between 25p and £1.50 per message received.

How do I stop receiving premium rate text subscription services?

In most cases you can simply text STOP to the shortcode you got the service from. This should end the service and stop any more payments being taken from your account. It's best to check with the provider to be sure.

How are Non-Geographic Numbers Regulated ?

Ofcom

Ofcom are the regulator for all communication services in the UK, and set a number of Conditions that all providers have to follow. You can find out more about Ofcom on their website at www.ofcom.org.uk

Phone-paid Services Authority

The Phone-paid Services Authority (PSA) is the specialist regulator for Premium Rate Services or "Phone paid services". They ensure that all relevant services such as directory enquiries, voting on TV talent shows, donating to charity by text or downloading apps on your mobile phone follow a Code of Practice. Among other things, it asks companies to provide:

- clear and accurate pricing information
- honest advertising and service content
- appropriate and targeted promotions

The PSA investigates complaints received about premium rate services. Where it decides that its rules have been broken, it can fine the company responsible, bar access to their services, and bar the individual behind a company from running other services under a different company name. Its service is free to consumers and it's independent, too. You can find out more about the PSA on their website [here](#).

The PSA website contains lots of advice about what phone-paid services are; what to do if you have an unexpected premium rate charge on your bill; how you can find out who charged you; and how PSA can help if you if you can't resolve issues yourself.

They also have a Number Checker so you can find out who is running the service that you may have called or texted.

PSA advise contacting the service provider in the first place, but if the issue is not resolved you can contact them either by phone (0300 30 300 20) or online.

Can I block access to Premium Rate Numbers?

If you'd like to prevent access to PRS numbers, you can ask us to add a call-barring facility. Just give our Customer Care team a call for more information. You can find out more about PRS services and steps you can take to protect your computer, on our [website](#).

What happens if my dispute is with Virgin Media?

If any of our customers have any complaints, we do our best to resolve them as soon as possible in line with our Consumer Complaint Resolution Code of Practice which you can find [here](#).

In the unlikely event that we can't resolve an issue or come to an agreement we'll let you know. At this time, if you wish you can contact CISAS, our independent complaint resolution scheme provider, who will look into your complaint and our response. You can find out more about this free service in our [Consumer Complaint Resolution Code of Practice](#).

CISAS can be contacted at:

70 Fleet Street,
London
EC4Y 1EU

0207 5203827

info@cisas.org.uk

www.cisas.org.uk

Can I stop calls being made to me?

Sometimes, incoming calls from organisations trying to sell you something or offer a service can be unwanted. There is a way to limit this type of call by registering your telephone number with an organisation called the Telephone Preference Service ("TPS"), they'll help make sure that your telephone number doesn't get into the hands of organisations who may cold call your phone number.

You can find out more information about TPS at www.tpsonline.org.uk where you can register to use their service for free. You can also register by phone (0345 070 0707) or by text.

What if I need more information?

If you need any more information on anything discussed in this Code, you can check out our help pages on our website that also has links to forums that may discuss relevant issues. The website also contains information about how to get in touch with us for any other queries you may have.