

Code of Practice for Sales and Marketing of Fixed Line Telephone Services

<p><i>April 2011</i></p>	
<p>Greystone Telecom Limited</p> <p>Purpose of this Code of Practice</p>	<p>(Company reg: 4066365) is a Communications Provider, established in October 2000, which provides both inbound and outbound telecommunications services to a wide range of businesses across the UK.</p> <p>This code informs you about our policies on providing information about our Sales and Marketing of Fixed Line Telephone Services.</p>
<p>Introduction and Overview</p>	<p>This code of practice sets out how we comply with our regulatory obligations in the sales and marketing of fixed line telephone services. The code applies to the sales and marketing of our services to domestic and small business customers and covers all aspects of the sales process. We aim to avoid mis-selling and misrepresentation by ensuring that you fully understand the services and the terms of the contracts we offer you.</p> <p>When selling or marketing our fixed line telecommunications services, we will not:</p> <ul style="list-style-type: none"> • Engage in dishonest, misleading or deceptive conduct • Engage in aggressive sales techniques • Contact customers in an appropriate way, or • Engage in “slamming” (transferring a customer’s line without their knowledge or consent) <p>All our sales and marketing staff and agents are briefed on this code and we routinely monitor compliance with it. If you feel that any representative of Greystone Telecom Limited has breached the terms of the code, please report your concerns to Irene Holmes PA to our CEO via our main switch number Tel: 0844 875 5000 between 09:00 and 17:30 Mon-Fri or by email to: irene.holmes@greystonetelecom.co.uk</p> <p>Our CEO Max Morrison has responsibility for compliance with our code of practice for Sales and Marketing and our Customer Services Director Lorraine Ebbrell handles all associated complaints through our Customer Services Team Tel: 0844 822 3943 (Conversations to this number may be recorded) Email: customer_services@greystonetelecom.co.uk</p> <p>Copies of this code are available free of charge in various formats on request, including via our website www.greystonetelecom.co.uk/code. The code has been prepared in line with guidelines published by Ofcom, the industry regulator, in December 2009 and set out in General Condition 24.</p>

<p><i>Introduction and Overview continued</i></p>	<p>The General Conditions of Entitlement (part of the Communications Act) can be found on the Ofcom website and we will provide you with a copy of General Condition 24 on request.</p> <p>You may also complain using the complaints procedure set out in our Code of Practice Regarding Complaint Handling and Dispute Resolution for Domestic and Small Business Customers including, ultimately, referring your complaint to OTELO, whose address and contact details are referred to, under the section marked Useful Addresses.</p>
<p><i>Sales, marketing, advertising and promotional activity</i></p>	<p>We advertise and promote our services by various methods. In all cases, we act responsibly and try to comply with relevant legislation.</p> <p>We will respect your wishes if you have registered with any relevant preference service, including the Mailing Preference Service, the Telephone Preference Service, the Fax Preference Service and the E-mail Preference Service.</p> <p>All our advertising and promotion activity keeps to the principles of the British Codes of Advertising and Sales Promotion. In addition, we ensure that advertising and promotional literature is clear, unambiguous, accurate and fair, does not contain false or misleading information about price, value or service and does not belittle other companies.</p>
<p><i>Customer contact</i></p>	<p>Our sales staff are given clear guidelines on contacting residential customers at home, and must not telephone before 8am or after 9pm, unless you ask them to.</p> <p>On making contact, our representatives will immediately identify themselves, state our company name, the purpose of the call and how long it should take.</p>

<p>Customer contact continued</p>	<p>Our representatives are trained to be courteous, to use appropriate language and to offer clear and straightforward explanations. They must offer only factual and accurate information about our services and contracts and must not misrepresent our services or those of other companies. They must check that if you enter into a contract you fully understand the terms and are sure that this is what you want to do.</p> <p>Our representatives will not abuse the trust of vulnerable customers, for example people who are elderly or who have special needs, or whose first language is not English.</p> <p>We will not aim sales or marketing activity at people who are under the legal age for entering into contracts.</p> <p>Our representatives will cease contact with anyone who indicates that the contact is inconvenient, unwelcome, inappropriate or too long. At your request, the discussion will be ended immediately.</p> <p>To ensure we maintain these standards, we keep the records of our sales and marketing activity for at least six months. Records include the date and the approximate time of the contact with you. To help us deal with any complaints or queries, all such records clearly identify the salesperson(s) who made the call or visit.</p>
<p>Entering into a contract (information at point of sale)</p>	<p>We check that the person entering into a contract with us is authorised to sign a contract for services and be responsible for bills at the premises in question.</p> <p>Our order forms and contract forms are designed to ensure that you understand that you are entering a contract.</p> <p>We will tell you that you have the right to change your mind during the switchover period and that there is no cost for cancellation during this period.</p> <p>In all cases we will give you the following information:</p> <ul style="list-style-type: none"> ▪ Confirmation of our company's identity and full contact details; ▪ A description of the service you have chosen, including how it works ▪ The costs and charges including any minimum contract charges and early termination charges ▪ Arrangements for providing the service, including how we deal with the order and, as accurately as possible, when it is likely to start; ▪ Your right to cancel and how to use it; ▪ Your right to early termination ▪ How long the charges will remain valid; and ▪ The minimum period of contract, and minimum contract charges, if any. <p>Our representatives have a full summary of our tariffs, which you can ask to see.</p> <p>When you sign an order form, or enter into a written contract, you will also get a copy of the order form or contract, as well as information about any after-sales services or guarantees and arrangements for ending the contract.</p> <p>You will get this information at the same time as you sign, or within 5 working days, unless you received it in writing before signing the contract.</p>

Record retention	We keep all records of sales and marketing of fixed line telephone services for a minimum of six months.
Audit (reviews)	We carry out regular audits of the systems, procedures and documents we use in sales and marketing.
Customer complaints procedure	<p>Complaints about sales and marketing are dealt with under the procedures set out in our Code of Practice for Complaint Handling and Dispute Resolution, which sets out how you may complain, and this includes complaints about our sales and marketing. It specifies what to do next if you believe the complaint has not been dealt with satisfactorily.</p> <p>You should first direct your complaint to us. If we cannot resolve the complaint to your satisfaction, you may contact Otelo. You can also ask for advice from your local Trading Standards Department or Citizens Advice Bureau.</p>
Status of this code	<p>Compliance with this code does not guarantee that it complies with any other legal requirement.</p> <p>Non-compliance with this code does not affect the validity of any contract between the company and the consumer, unless the law states otherwise.</p>
Useful addresses	
OTELO	OTELO – PO Box 730, Warrington, Cheshire, WA4 6WU. Tel: 01925 430870 or 0845 050 1614 email: enquiries@otelo.org.uk Website: www.otelo.org.uk
Ofcom	Ofcom - Riverside House, 2a Southwark Bridge Road, London SE1 9HA. Tel: 020 7981 3040 or 0300 123 3333 email: contact@ofcom.org.uk Website: www.ofcom.org.uk
PhonepayPlus	PhonepayPlus (formerly ICSTIS) - Clove Building, 4 Maguire Street, London, SE1 2NQ. Tel: 0800 500 212 or 020 7940 7474 Website: www.phonepayplus.org.uk email info@phonepayplus.org.uk

<p><i>Useful addresses continued</i></p> <p>Direct Marketing Association</p> <p>Telephone Preference Service</p> <p>Federation of Communication Services</p> <p>Citizens Advice Bureau</p>	<p>DMA House, 70 Margaret Street, London W1W 8SS Tel: 020 7291 3308 www.dma.org.uk</p> <p>Telephone Preference Service - DMA House, 70 Margaret Street, London W1W 8SS Tel: 0845 070 0707 Website: www.tpsonline.org.uk</p> <p>Federation of Communication Services (FCS) - Burnhill Business Centre, Provident House, Burrell Row, Beckenham, Kent BR3 1AT. Tel: 020 8249 6363 email: fcs@fcs.org.uk Website: www.fcs.org.uk</p> <p>If you wish to find details of your nearest Citizens Advice Bureau or Trading Standards department you can search on the following websites</p> <p>Citizens Advice – www.citizensadvice.org.uk Institute of Trading Standards Administration – www.tradingstandards.gov.uk</p>
<p><i>How to obtain this Code of Practice</i></p>	<p>Our Code of Practice is published on our web site at: www.greystonetelecom.co.uk/code</p> <p>Free copies will be made available on request in a variety of formats:</p> <ul style="list-style-type: none"> • Microsoft Office Word (.doc) • Adobe Reader (.pdf) • Large Print and Braille
<p><i>Our Contact details</i></p> <p><i>How to contact us</i></p> <p><i>Our email</i></p> <p><i>Our web site</i></p>	<p>Head Office and Registered Business Address: Greystone House, Rudheath Way, Gadbrook Park, Northwich, Cheshire, CW9 7LL</p> <p>Customer service phone number(s): Tel: 0844 822 3943 (Conversations to this number may be recorded) Fax: 0844 822 3944 (Faxes will be converted to an email attachment and sent to the address below)</p> <p>Customer service e-mail: Email: customer_services@greystonetelecom.co.uk</p> <p>Web Address: Web site: www.greystonetelecom.co.uk</p>

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