

SWAINS PLC CODE OF PRACTICE

Including our Basic Code of Practice and our Code of Practice for Premium Rate Services and NTS calls

Part 1 - Swains Plc Basic Code of Practice on for Domestic and Small Business Customers

Introduction to our company and services

Swains Plc is an independent company that delivers communications services to business customers throughout the UK. While we may not provide all the component parts of our services ourselves, we pre-approve suppliers for the services delivered to you. So we will liaise with our suppliers to ensure that any problems with their services are resolved promptly.

Purpose of this Code of Practice

This code informs you about our products, services, customer-care policies and where to find information about our charges and terms and conditions. This Code of Practice is published on our website at www.swainsplc.co.uk. Additional copies are available on request and free of charge to any domestic and small business customer. It is also available in alternative formats, please request preferred format and we will endeavour to supply.

How to contact us

Please contact our Customer Service Team

By phone: 01485 524 000

(From 8.30am until 5.30pm Monday-Friday excluding bank holidays)

By email: client.services@swainsplc.co.uk

By fax: 01485 524 100

By letter: Swains Plc, Wilson House, Saxon Way, Dersingham, Kings Lynn, Norfolk PE31 6LY

Website: www.swainsplc.co.uk

Our commitment to you

We are committed to giving you the highest quality of customer service. When we purchase our services from wholesale providers, we choose those providers carefully to ensure that you get a high-quality service. We make every reasonable effort to supply services that satisfy your requirements. We work to all relevant laws and regulations.

Our products and services

- Landline telephones
- Landline calls
- CPS – Carrier Pre-Selection
- WLR – Wholesale Line Rental
- ISDN – digital telephone lines
- Broadband access
- VoIP & IP telephony services

- Non-geographic numbers
- Intelligent Call Routing
- Internet
- Directory enquiries
- Mobile telephone and data services
- Wide area/local paging services
- Equipment and maintenance service

For more details on any of our products and services, or to place an order immediately, please contact our Customer Service Team on 01485 524 000 or by email at client.services@swainsplc.co.uk

You may also purchase our services from local dealers and retailers around the UK. For more information, please contact the Customer Service Team on 01485 524 000 or see our website www.swainsplc.co.uk

Marketing

We work to the principles in the British Code of Advertising, Sales Promotion and Direct Marketing, which are set out on the website www.cap.org.uk

Terms and Conditions

When you subscribe to a service from Swains Plc, we will send you our Standard Terms and Conditions and ask you to sign a contract, if applicable. If you have any questions, please phone our Customer Service Team on 01485 524 000. We may carry out a credit check as part of our assessment procedures.

Unless otherwise stated, the minimum contract term for our services is 12 months. We aim to provide services within the accepted industry standard for all services, subject to the availability and installation of any equipment and, where appropriate, lines to your premises. If we need to carry out a survey of your premises or lay additional cabling, we will inform you of the revised timescales as soon as we can.

Cancellation

If you decide to cancel your order or agreement before we have provided the services, you may do so without charge within ten working days after your order is placed. After ten working days we will charge you fees as set out in your contract. If you wish to terminate your contract within the minimum term of 12 months, please call our Customer Service team on 01485 524 000, we will charge you a fee as set out in your contract. You may terminate the agreement at any time by service of a 90 day written notice expiring on or after the minimum term on the last day of the calendar month, whichever is the latest. You should email your request to our Customer Service team on client.services@swainsplc.co.uk

Faults and repairs

Please call our Operations Team on 01485 524 000 if you experience a fault with any of our services. We aim to have

this investigated and repaired within the appropriate days in line with the industry standard.

Compensation and refund policy

Our policy is to assess each claim on a case by case basis. We aim to investigate any claims and respond within 10 working days. Any refunds that may be due will be credited to the next month's invoice.

Price lists

Our pricing structure is available from our Customer Service Team client.services@swainsplc.co.uk. We will write to you in advance if we change the pricing structure on your products and services.

Billing

We will bill you at the end of each month. Our preferred method of payment is by Direct Debit, however, if agreed by us at the start of your contract, you may pay via BACS, cheque or credit / debit (please note a handling fee will apply to card payments). These are agreed at the start of your contract. If you wish to change your method of payment at any time, please call our Customer Service Team.

We provide itemised bills as part of our service to you.

If you have difficulty paying your bill, please contact us on 01485 524 000 and we will try to arrange a different method of payment. We will do all we can to help customers to manage their bills and avoid disconnection.

If you are moving home or office

Please call our Customer Service Team on 01485 524 000 ideally no later than 90 days before your move date. We will amend your account and billing requirements as necessary. We will endeavour to offer you the same telephone number to minimise disruption but please note that for geographic numbers this is not always possible.

Number porting

Swains Plc recognise that keeping your existing telephone numbers may be important to you. If you move your business to us and wish to keep the number that you have with your old provider, we will arrange it if you ask us. We will work with you to ensure that the services are switched over at a convenient and appropriate time. For more information, please call our Customer Service Team on 01485 524 000.

Directory Entries

You are entitled to a Directory Enquiry listing (including an entry in the Phone Book) for both your fixed and mobile telephone numbers. If you do want your details included, please contact our Customer Service Team on 01485 524 000.

Complaints

We make every effort to ensure that our customers are happy with the level of service and the products they

receive from us. However, despite our best efforts, things can go wrong. We take customer complaints very seriously and aim to resolve them quickly and efficiently.

Our Code of Practice on Complaint Handling and Dispute Resolution explains how customers can complain. The code also provides information on how we deal with complaints and your right to take unresolved complaints to Alternative Dispute Resolution. You can find a copy of our Complaints Code on our website at www.swainsplc.co.uk. Alternatively, copies are available free of charge and on request from our Customer Service Team on 01485 524 000.

Nuisance calls

We take the problem of nuisance calls and malicious communications very seriously. We tackle it by working closely with the police and others in the communications industry. If you have been a victim of this activity, please call the Customer Service Team on 01485 524 000 to report the incident and for information on how to deal with it.

Services for people with special needs

We are committed to helping all our customers to communicate easily. We offer the following additional services on request for customers who are older or who may have a disability, including:

- Priority access to the Customer Service Team
- Priority fault repair and assistance
- Additional help and support if you have difficulty paying your bill
- Copies of bills we will endeavour to supply in different formats upon request for customers who have difficulty reading their bill

Copies of this Code are available in larger print and other formats on request

Data protection

We comply fully with our obligations under the Data Protection Act 1998.

Part 2 – Swains Plc

Code of Practice for Premium Rate Service and Number Translation Service Calls

Purpose of this Code of Practice

This code informs you about our policies on providing information about Premium Rate Service (PRS) and Number Translation Service (NTS) calls and on our charging policy for calls to PRS and NTS numbers.

Premium rate services

Premium rate services (PRS) are telephone numbers that offer some form of information or entertainment that is charged to your phone bill. UK-based PRS numbers are normally prefixed by "09" or "118". Numbers starting 087 are also designated as Premium Rate numbers and subject to PRS regulation when they cost 7p per minute or more. Typical services include TV vote lines, mobile ringtone

downloads, technical helplines, charity fund-raising and adult entertainment.

Charges for these services are made up of two parts, a service charge and an access charge and the total is added to your telephone bill. You will see the service charge advertised by the company providing the service alongside the number and this can be between 7p and £3 per minute, or £5 per call or per text (excl. vat). The access charge is kept by us, your phone company. Our access charge for calling these services is shown in our price list, which is available on request from our Customer Services Team and via our website.

If you have a problem with PRS, we can help. We can provide advice on checking the telephone number of any PRS charges that appear on your bill and will try to help you identify the premium rate service provider. We can use call barring to restrict access to "09" numbers. Please call our Customer Service Team on 01485 524 000 for advice on this. We can give you a factsheet on PRS.)

You can also ask for help from PhonepayPlus (PPP) which is the industry-funded regulatory body for Premium Rate Services. PPP operates a Code of Practice that sets out standards for the operation of PRS. You can use the PPP website at www.phonepayplus.org.uk to check PRS numbers direct and find contact details for the company in question or to submit a complaint. PPP has legal powers to require a provider of PRS to amend its service or promotional material (or both) and can also order refunds and impose penalties on service providers for breaches of the PPP Code. For other ways to contact PhonepayPlus, see the "Useful addresses" section below.

Number translation services

Number translation services (NTS) are based on numbers that are normally pre-fixed "08". For example, 0800 and 0808 are used to provide freephone services (some freephone services are also provided on 0500 numbers). Numbers starting 084 are normally used for customer service helplines. 087 numbers are used for information services, technical helplines and telephone banking. They are also used by organisations to help them provide call-management features such as intelligent call routing and fax-to-email services. Numbers starting 087 are also designated as Premium Rate numbers and subject to PRS regulation when they cost 7p per minute or more. Personal numbers prefixed 070 are also used for providing NTS such as "follow me" type services.

Charges for calling services on NTS numbers are made up of two parts, a service charge and an access charge and the total is added to your telephone bill. You will see the service charge advertised by the company providing the service alongside the number and this can range from free up to 10.8p per minute or per call (excl. vat). The access charge is kept by us, your phone company. Our access

charge for calling these services is shown in our price list, which is available on request from our Customer Services Team and via our website. We can also give you a factsheet on NTS.

If you are unhappy with the help you have received from us on a problem with PRS or NTS, please contact Nick Plowright on 01485 524 000 or by email telecoms@swainsplc.co.uk who has responsibility for compliance with our code of practice for PRS and NTS. You may also complain using the complaints procedure set out in our complaints code including, ultimately, referring your complaint to the Ombudsman Services

Internet diallers

If you use the Internet, it is possible for software to be placed on your computer without you knowing - using the same methods as for computer viruses. This type of software (known as Internet or rogue diallers) can then make calls to PRS and NTS numbers without your knowledge. PhonepayPlus has been given responsibility for policing this type of activity and you can contact them via details provided below to ask for help or to report examples of this type of abuse. We can also help by barring calls to 09 numbers.

The Telephone Preference Service

If you don't want to get sales and marketing calls you have not requested, you can add your details to a list run by the Telephone Preference Service (TPS). If your number is on the list, it is illegal for a company to call you for marketing purposes. You can contact the Telephone Preference Service via www.tpsonline.org.uk or by telephoning 0845 070 0707.

Useful addresses

The Ombudsman Services - Brew House, Wilderspool Park, Greenalls Avenue, Warrington WA4 6HL. Tel: 0330 440 1614. Email: osenquiries@os-communications.org
Website: www.ombudsman-services.org/communications

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 - 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

Telephone Preference Service - DMA House, 70 Margaret Street, London W1W 8SS Tel: 0845 070 0707 Website: www.tpsonline.org.uk

