

EETT's Recommendation to the Consumers for the Use of Short Codes of the Series 54XXX

During the last three months, EETT has received a significant number of complaints regarding Premium Rate Services (PRS) offered via the exchange of SMSs with the short codes of the series 54XXX.



Following are some examples of such services:

- Voting
- Competitions
- Purchase (downloading) of ringtones, logos, videos, games through SMS
- SMS Chatting



Within the frame of its responsibilities, EETT is currently processing the content of these complaints and examines whether violations of the legislation regarding electronic communication services have occurred on the part of the providers allocated with short codes of the series 54XXX.

In particular, EETT investigates among others, whether providers offer sufficient information to the consumers regarding the amount charged for specific Premium Rate Services.

At the same time, aiming at the thorough provision of information and protection of the consumers wishing to make use of Premium Rate Services, EETT issued a bulletin on November 19th of 2008 by which it advises the consumers the following:

- To not register their mobile phone number into a website, unless they have first read carefully all terms and conditions for the provision of the services of interest. Advertisements of free offers or participation to draws, may accompany subscriber services.
- Subscriber services are a rather

common model of Premium Rate Services. The consumer may be required to pay a lump sum amount or a per week charge for the provision of services, such as the regular receipt of wallpapers, or the purchase of ringtones. Premium Rate Services subscriber models vary depending on the provider.

- To carefully read all terms of the advertisement listing, in order to find out whether it concerns a subscriber service or a service completed in more than one SMS messages, etc.
- The charge of the SMS of a Premium Rate Service may be related to sending or receiving the SMS. Charging the receipt of the SMS usually concerns subscriber services. In any case, the cost presented in the advertisement listing, is the one the consumer will be charged with for the service, regardless of whether the mobile service provider charges the incoming or outgoing SMS.
- In order to ensure better consumer service, Premium Rate Service providers are under obligation to operate a Help Line at no extra charge.

The number of this help line ought to be stated in the announcements – advertisements of the respective service. It is advisable that consumers make a note of this number for their convenience.

It should be noted that providers wishing to provide services through short codes of the 54XXX series, should apply to EETT for the allocation of such short codes (primary allocation), or request from providers to which EETT has already allocated these numbers on a primary level, for a secondary allocation.

EETT has no jurisdiction over the content of the services offered through these numbers, or the method of provision. The issues regarding the content of Premium Rate Services (e.g. implementation of a competition, purchase of ringtones, provision of adult services) are reviewed by the competent organizations, accordingly.

More information on Premium Rate Services are available at EETT's website: www.eett.gr/nopencms/opencms/EETT/FAQS/Faq_YPP.html