



REPORT OF THE ADJUDICATOR

Complaint reference number:	17088
WASPA member(s):	Sight Mobile (IP); Opera Interactive (SP)
Membership number(s):	1292; 0068
Complainant:	Public
Type of complaint:	Subscription service
Date complaint was lodged:	2012-05-02
Date of the alleged offence:	2012-04-19
Relevant version of the Code:	11.6
Clauses considered:	11.2; 11.5; 11.6; 11.10
Relevant version of the Ad. Rules:	Not applicable
Clauses considered:	Not applicable
Related cases considered:	Not applicable

Complaint

The complainant logged an unsubscribe request via the WASPA unsubscribe system on 19/04/2012. The IP unsubscribed the complainant and uploaded subscription logs. The IP did not initially provide the complainant with a refund, but subsequently did. However, the complainant denies subscribing to this service and has requested that the matter be escalated to the formal complaint procedure for adjudication.

IP's response

The IP denied that it was in contravention of the WASPA Code of Conduct. In particular, the IP states that the subscription process follows the mandatory promotional and double opt-in procedures.

The IP also argues that this complaint should not be escalated to the formal complaint procedure as the complaint makes no formal reference to a breach of the WASPA Code of Conduct.

Sections of the Code considered

11.2. Subscription process

11.2.1. Customers may not be automatically subscribed to a subscription service as a result of a request for any non-subscription content or service. Customers may not automatically be subscribed to a subscription service without specifically opting in to that service.

11.2.2. Any request from a customer to join a subscription service must be an independent transaction, with the specific intention of subscribing to a service. A request from a subscriber to join a subscription service may not be a request for a specific content item and may not be an entry into a competition or quiz.

11.3. Subscription initiated via a browser (web or WAP)

11.3.1. If a subscription service is initiated by entering a customer's mobile number on a web page or WAP site, then a separate confirmation message must be sent to the customer's mobile handset in order to prove that the number entered matches the customer's mobile handset number. This message may either:

- (a) contain a PIN which is then confirmed or validated on the web page, or*
- (b) contain the name of the service, an explanation of the confirmation process, and a URL with a unique identifier, which, when clicked, validates the handset number.*

11.3.2. For any subscription services that are initiated via WAP, it is a requirement for the service provider who has a direct contract with the network operator to display a WAP confirmation page to the potential subscriber. This confirmation page must be displayed after the subscriber has first indicated an interest in the subscription service by clicking on a "join" or similar link.

11.3.3. The WAP confirmation page must display the following information in a clear and easy to read manner:

- (a) The name of the service and an indication that it is a subscription service*
- (b) The price and frequency of billing*
- (c) A phone number for customer support*

11.3.4. Where it is necessary for a consumer to confirm that their MSISDN may be made available to an application, this may be done by including the following wording on the WAP confirmation page:

[Application name] has requested that your mobile number be made available.

11.3.5. The information listed in 11.3.3 and 11.3.4 above must be presented as text and not as an image.

11.3.6. The WAP confirmation page described above must also present a confirmation button. It must be clearly communicated to the customer on the confirmation page that clicking the confirmation button will initiate a subscription service.

11.3.7. The WAP confirmation page may not contain any marketing messages or other content that is likely to distract the customer from the required confirmation information and process.

11.3.8. The WAP confirmation page must offer all languages used in the promotional material for that service.

11.5 Welcome messages

11.5.1. Once a customer has subscribed to a subscription service, a notification message must immediately be sent to the customer. This welcome message should not be mistaken for an advert or marketing message. The customer may not be charged for this message.

11.5.2. The welcome message must start with the text "Welcome: " and must also be a clear notification of the following information, in the following order:

- (a) The name of the subscription service;*
- (b) The cost of the subscription service and the frequency of the charges;*
- (c) Clear and concise instructions for unsubscribing from the service;*
- (d) The service provider's telephone number.*

11.6. Reminder messages

11.6.1. A monthly reminder SMS must be sent to all subscription service customers. This reminder must be sent within 30 days of the initial notification message, and once per calendar month thereafter. The customer may not be charged for these reminder messages.

11.6.2. The reminder messages specified in 11.6.1 must adhere exactly to the following format, flow, wording and spacing:

Reminder: You are subscribed to [name of service provider] [content/service description]. Cost [cost of service and frequency of billing]. SMS HELP [optional keyword] to [short code]/call [call centre number + "(VAS)" if applicable]. To unsub, sms STOP [service keyword] to [short code].

or

Reminder: You are subscribed to [name of service provider] [content/service description].

Cost [cost of service and frequency of billing]. For help call [call centre number + "(VAS)" if applicable]. To unsub, sms STOP [service keyword] to [short code].

11.6.3. The entire reminder message must be sent in a single SMS, may not contain any line breaks or carriage returns and may not include any additional characters other than those specified in 11.6.2.

11.6.4. The content/service description must be text describing the content, promotion or service (e.g. "tones" or "poems"). This text must not be worded in a way that attempts to deceive or mislead the customer from the purpose of the reminder which is to inform the user that they are subscribed to a service.

11.6.5. The cost of service and frequency of billing must use the format "RX/day", "RX/week" or "RX/month" (or RX.XX if the price includes cents). No abbreviations of "day", "week" or "month" may be used.

11.6.6. For services that are not billed on a daily, weekly or monthly basis, the pricing should be of the format "RX every [time period]".

11.6.7. The text "(VAS)" must be included after any VAS-rated phone number. It does not need to be included after phone numbers which are not VAS-rated.

11.6.8. Members must test reminder messages on a range of phones to ensure that all characters and lines are displayed identically.

11.8. Reminder message for WAP services

11.8.1. For services where the primary means of interacting with the service is via WAP, either the format set out in 11.6.2 or the the following format must be used:

Reminder: You are subscribed to [name of service provider] [content/service description]. Cost [cost of service and frequency of billing]. For help call [call centre number + "(VAS)" if applicable]. To unsub, click here [WAP link].

11.8.2. Accessing the WAP unsubscribe page specified in the above reminder message must immediately unsubscribe that user. No additional user action must be required.

11.8.3. The WAP link in the reminder message must begin with "www" to ensure that all phones recognise this as a clickable link.

11.8.4. All of the other requirements set out in section 11.6 of the Code continue to apply to services where the primary means of interacting with the service us via WAP.

11.10. Subscription service directory and logs

11.10.1. Members must register all subscription services with WASPA, by providing the following information:

- (a) the name of the service;*
- (b) the short code or access method (e.g. WAP) the service uses;*
- (c) the price and frequency of billing for that service;*
- (d) the customer support number associated with the service; and*
- (e) unsubscribe instructions for the service.*

11.10.2. When requested to do so by WASPA, a member must provide clear logs for any subscription service customer which include the following information:

- (a) proof that the customer has opted in to a service or services;*
 - (b) proof that all required reminder messages have been sent to that customer;*
 - (c) a detailed transaction history indicating all charges levied and the service or content item applicable for each charge; and*
 - (d) any record of successful or unsuccessful unsubscribe requests.*
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Decision

1. The complainant has denied that he subscribed to the IP's service. Although he does not refer to a breach of any particular clause of the WASPA Code of Conduct, I am satisfied that reference can be made to clause 11.2.1 in this regard.
 2. In its reply, the IP provided two screenshots of a WAP landing and confirmation page for the service in question. I am satisfied that the subscription process, as described by the IP and supported by the screenshots complies with the Code.
 3. However, I am not satisfied that the logs provided by the IP provide adequate proof that the complainant has opted in to the service in question.
 4. It is also evident from the logs provided that no welcome message or subsequent reminder messages were ever sent to the complainant after his alleged subscription to the service as required by the Code.
 5. I therefore find that the IP has breached clauses 11.2.1, 11.5 and 11.6 of the Code.
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Sanction

1. In determining the sanction to be made against the IP I have taken into account that the IP has had no previous complaints or findings made against it.

2. The complainant's reference to numerous other complaints on Hello Peter is noted but no evidence has been provided in this regard.
 3. The IP has provided the complainant with a refund.
 4. In light of the foregoing, the IP is issued with a formal warning that it must ensure that this subscription service complies with the Code, and in particular, clauses 11.2.1, 11.5 and 11.6.
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