

## **General Condition 8: Lily Summary**

### **Introduction**

Ofcom General Condition C8 sets out customer rights to protect consumers, microenterprise and small business customers and not-for-profit customers in relation to the sales and marketing of mobile communications services. Lily Communications Ltd are required to comply with General Condition C8 and are committed to preventing mis-selling.

### **Training**

Lily Communications Ltd are committed to ensuring our staff do not engage in misleading conduct. We ensure our staff are appropriately trained to provide accurate information when selling or marketing relevant mobile services. To ensure our customers are provided with best service consistently we embed a culture of treating customers fairly in accordance with Ofcom's General Conditions.

### **Due Diligence**

Before allowing a third party organisation to sell Lily mobile services, we carry out appropriate due diligence measures and maintain a record of the following information and ensure it is accurate:

1. A documented credit check of all partner businesses to confirm that any agent selling Lily's mobile services does not have an unacceptable credit history.
2. A documented confirmation that any applicable directory of the organisation have not filed for bankruptcy or have previously gone into administration.

In addition to the above, we also ensure that any partner businesses are fully aware of their requirements under General Condition C8.

### **The Rules**

Lily Communications must confirm each customers identity prior to a new contract being agreed and/or when contractual changes are made to an existing contract. We must also ensure that the following information is made available to customers when they enter into a new contract for mobile services:

1. Who the contract is with
2. The contract term
3. The monthly recurring charges
4. Any one-off charges
5. The charge for out of bundle items such as calls to mobile/landline
6. Termination information, including customer rights and the relevant process
7. The date from which the services are expected to be provided
8. Details of any sales incentives which are being applied and the relevant terms and conditions

In addition we must ensure that accurate sales records are kept for a minimum of 6 months after the sale. Where a sales incentive has been applied the record must be retained for 90 days after the incentive has been reached where outside of 6 months. The sales records must include the following information:

1. The date of the sale
  - How the sale was made, i.e. face to face or telephone
  - The place the sale was made, i.e. the location address
  - Signed copies of the contract or a copy of the call recording where applicable and available
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### **Sales Incentive**

Where a sales incentive for a mobile service has been applied for, where applicable, such as being offering cash back after the contract has been entered into, the terms and conditions must be provided along with straight forward instructions on how to claim the sales incentive. The below information must be sent out to customers in either an electronic or paper format:

- Full details of the company offering the sales incentive, whether this is directly or indirectly
- Details and a description of the sales incentive
- The relevant terms and conditions of the sales incentive, including how to claim

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