

# Application to Register a Live Service Information Service

Date of issue: 01/01/04

## Conditions of the Registration System

This is a quick registration system allowing new service providers to apply to ICSTIS for permission to operate certain categories of two-way live conversation service with a total call cost of no more than £30.

In order to qualify for registration you must give an assurance that your service will operate within the conditions outlined below. By ticking the boxes you will be giving an assurance that your service will always meet these conditions. Failure to operate your service in this manner in future would be likely to be regarded as a breach of the ICSTIS Code of Practice and viewed seriously by the Committee.

If you are unable to give an assurance that your service will operate according to any of the points listed below, you must make a separate application via the standard procedure so that the ICSTIS Committee can make an assessment of your case.

Please note, it is the responsibility of the Service Provider to complete this application for permission. A Service Provider is a person or organisation who contracts directly with a Network Operator for facilities enabling the provision of premium rate services. If you are unsure whether you are a Service Provider or an Information Provider, please contact the Secretariat on 020 7940 7474 for guidance.

## Declaration

1. By signing the declaration at the end of this form you agree that, if given permission, the service will only operate as described below and subject to;
  - any conditions which ICSTIS applies within the permission certificate, and
  - any amendments required by ICSTIS to the application below and notified at the time the certificate is issued.
2. Failure to operate the service in accordance with this description would be regarded as a breach of the ICSTIS Code of Practice and likely to be viewed seriously.
3. You also agree to the following:
  - That all necessary licences and/or permissions needed to operate the service will be held throughout the period the service is operating.
  - That the information submitted in the application is, to best of your knowledge and belief, accurate in all material respects, and does not omit any information which may be relevant to the application.  
**WARNING: A knowingly false statement may have serious consequences.**
  - That you will notify ICSTIS of any material change to the information in the application which occurs during the period in which it is being considered, and that after that you will continue to notify ICSTIS of any material changes.

## What to do next

1. Please tick the boxes below to indicate your assurance to us that your proposed service and promotional material will comply with the Code of Practice and additional ICSTIS requirements.
2. Ensure that you have completed and signed this form, then fax or post it to ICSTIS. Please ensure that you include a "mock up" of the promotional material you wish to use.
3. ICSTIS will consider your application and, if satisfied, send a certificate to you within seven days. Failure to complete this form fully or include a "mock up" of your promotional material may result in a delay.
4. Once you have obtained your certificate, you should show it to your Network Operator who can then allocate you your premium rate number(s).
5. You must inform ICSTIS of your new premium rate number(s), and then you may operate your premium rate service immediately.

## General Requirements for Live Services

✓

- This service is a live service that will cost no more than £30 in total.
- My service will terminate by forced release.
- I have read, understood and will comply with the requirements of the ICSTIS Code of Practice.
- My service and promotional material complies with all relevant legislation and does not facilitate or promote anything that is in any way unlawful.
- On connection to the service, callers will receive a brief introductory message giving details of all the call costs and the name of the Service Provider providing the Live Service.
- Calls will not be queued for more than 15 seconds on my service.

## Checklist for Promotional Material

✓

- I enclose with this application a “mock-up” copy of the advertisement or other promotional material I intend to use with this service:

**My promotional material complies with the following paragraphs of the ICSTIS Code of Practice:**

### 4.4.1 Cost information for consumers

*The service provider must state clearly in all promotional material the likely charge for calls to each service. Prices must be noted in the form of a numerical price per minute, or the total maximum cost to the consumer of the complete message or service, both of which must be inclusive of VAT. When applicable, promotional material must make clear that calls from some networks may cost more than the likely charge shown.*

- 4.4.2 *Textual pricing information must be legible, prominent, horizontal and presented in a way that does not require close examination.*

### 4.5 Address information

*For any promotion the identity and contact details of either the service provider or information provider, where not otherwise obvious, must be clearly stated so that customers can contact them directly.*

*The identity means the name of the company, partnership or sole trader and the contact details must consist of one of the following:*

- a) a full postal address including postcode,*
- b) a PO Box number including postcode, or*
- c) a telephone helpline number (to be charged at no more than UK national rate).*

### 4.7 Promotions with long shelf-lives

*In the case of services which are promoted in publications or other media which have a shelf-life of three months or more, a statement must be included in the promotion to the effect that the information given is correct as at the date of publication and that date must also be stated. If the call charges increase during the life of the promotion, such services must be prefaced with a short message informing callers of the new rate(s).*

### 5.5(a) Hours of operation

*Unless the Live Service is available 24 hours a day or permission not to provide such information has been granted by ICSTIS, hours of operation must be stated on the promotional material.*

## Tariff and Telecom Supplier

Tariff (cost per minute at which the service will be charged to users)	
Who are you getting your premium rate line(s) and number(s) from?	

## Service Description

Please describe briefly the nature and purpose of your premium rate service, and the information that will be given out.	✓
<ul style="list-style-type: none"><li>• The purpose of my service is to provide information only.</li><li>• No advice will be given on the service.</li><li>• The service will not provide information relating to the law, finance, insurance, health or other 'professional' fields.</li><li>• Those providing the information are appropriately experienced and/or qualified to do so.</li></ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



## Declaration

I confirm that I have read, understood and will comply with all of the conditions and requirements notified to me by ICSTIS, and that the service will only operate in the manner described in this form.

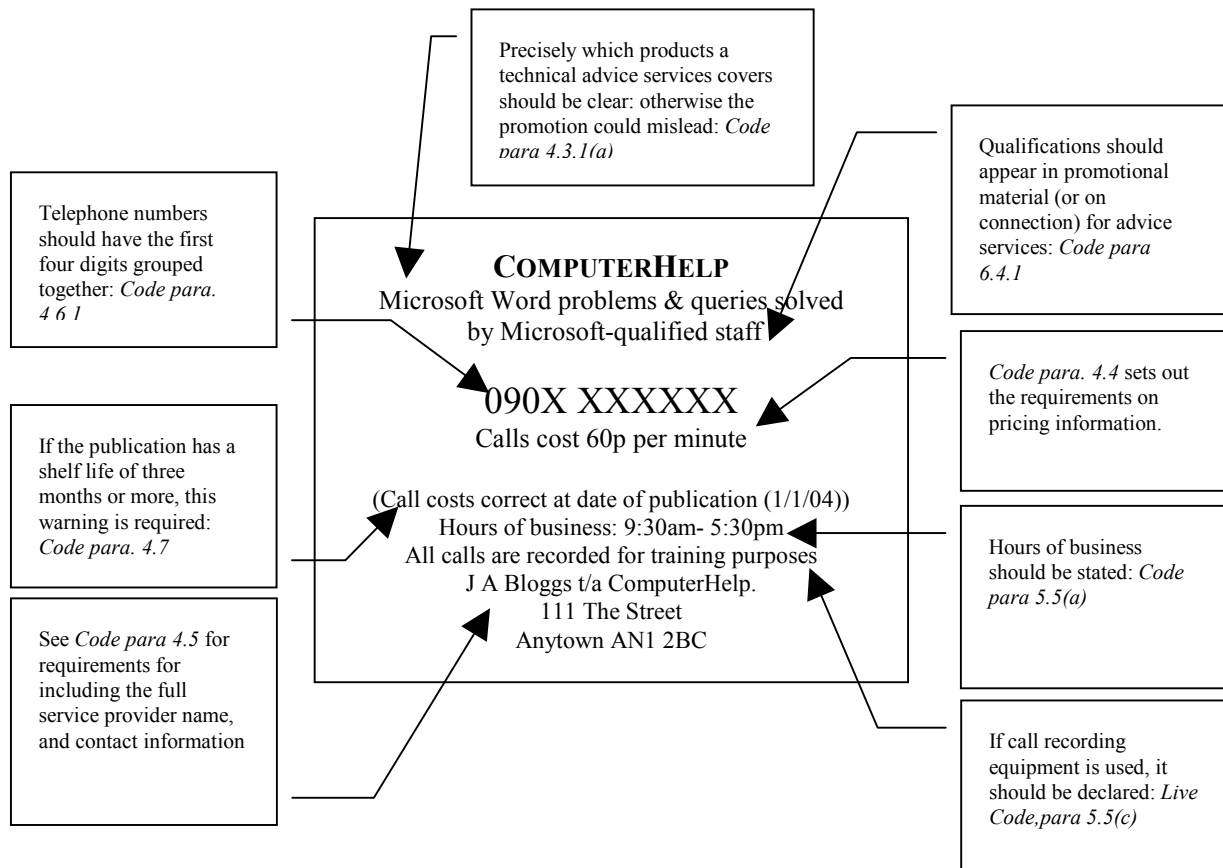
Signature:	Date:
Name and position:	
On behalf of the service provider: Legal status (Ltd/plc/partnership/sole trader):	
Address:	
Registered Office Address (if different):	
Contact name for queries: Telephone: Fax: E-mail:	

**If the service will be provided on behalf of an Information Provider, please complete the following sections:**

Name of Information Provider: Legal status (Ltd/plc/partnership/sole trader):	
Address:	
Registered Office Address (if different):	
Contact name for queries: Telephone: Fax: E-mail:	

 **Remember to include a “mock-up” of your promotional material with your application** 

## Sample Promotional Material: Advertisement in newspaper, manual, website etc.



## Sample Promotional Material: Circular letter

**COMPUTERHELP**  
**J A Bloggs t/a ComputerHelp**  
**111 The Street Anytown AN1 2BC**

Dear Customer

We are pleased to announce a new service for our customers: the Wordprocessing Helpline. Our Microsoft-qualified staff should be able to solve problems with any version of Microsoft Word.

The Helpline number is 090X XXXXXX, and calls cost 60p per minute including VAT. Lines are open between 9:30am and 5:30pm.

Please note that calls are recorded for training purposes, and that calls costs are correct at the date of writing (1 January 2004).

We look forward to your calls.

Yours sincerely

*J Bloggs.*

Proprietor

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