

# AdaptiveComms Code of Practice

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

## Introduction to our company and services

AdaptiveComms is an independent company that delivers communications services to business customers. While we may not provide all the component parts of our services ourselves, we do take responsibility 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.adaptivecomms.co.uk](http://www.adaptivecomms.co.uk). Additional copies are available on request and free of charge to any small business customer. It is also available in alternative formats, (e.g. large print, Braille, etc. list as appropriate)

## How to contact us

Please contact our Customer Service Team:

**By phone:** 01704 540547

From 9am until 5pm Monday – Friday.

For out of office hours emergencies (line faults, phone system faults and lost or stolen phones)

**By email:** [info@adaptivecomms.co.uk](mailto:info@adaptivecomms.co.uk)

**By letter:** AdaptiveComms, 11b Hoghton St, Southport, PR9 0NS;

**Website:** [www.AdaptiveComms.co.uk](http://www.AdaptiveComms.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
- Hosted Phone systems
- Mobile telephone and data services
- IT support for users and servers
- Software supply, fitting and maintenance
- Equipment, infrastructure and maintenance service

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For more details on any of our products and services, or to place an order immediately, please contact our Customer Service Team on 01704 540 547

## 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](http://www.cap.org.uk)

## Terms and conditions

When you subscribe to a service from ADAPTIVECOMMS, 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 01704 540 547. We may carry out a credit check as part of our assessment procedures.

Terms and conditions are separate for each product and are detailed on each products contract.

## 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 an administration fee as set out in your contract. If you wish to terminate your contract within the minimum term, please call our Customer service Helpdesk on 01704 540 547 we will charge you a fee as set out in your contract. After the minimum term, you can cancel any service by calling our Customer Service Helpdesk on 01704 540 547, giving us notice as provided in your contract.

## Faults and repairs

Please call our Fault Service Team on 01704 540547 if you experience a fault with any of our services. We aim to start investigation within 8 working hours.

## 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 2 months. Any refunds that are due will be credited to the following invoice.

## Price lists

Our pricing structure is available from our Customer Service Team on 01704 540547 or via your account manager (include any reinstallation fee). We will write to you in advance if we change the pricing structure on your products and services.

## Billing

We will bill you monthly. You can choose to pay us via a range of options including bacs, direct debit or cheque. 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/airtime at flat rate as part of our service to you on request.

If you have difficulty paying your bill, please contact us on 01704 540 547 and we will try to arrange a different method of payment. We will do all we can to help our small business customers to manage their bills and avoid disconnection. Please refer to ADAPTIVECOMMS's company Code of Practice for Billing and Disconnection.

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## If you are moving home or office

Please call our Customer Service Team on 01704 540547 as soon as you can and no later than 30 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. Please note we cannot guarantee new line install dates.

## Number Porting

AdaptiveComms 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 01704 540547.

## 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 01704 540547.

## Complaints

We make every effort to ensure that our customers are happy with the level of service, and the products and service 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.adaptivecomms.co.uk](http://www.adaptivecomms.co.uk). Alternatively, copies are available free of charge and on request from our Customer Service Team on 01704 540547.

## 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 01704 540547 to report the incident and for information on how to deal with it.

We encourage parents to register the mobile phones of their children, and take responsibility for all customer care enquiries.

## 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 fault repair and assistance
- A free Directory Enquiries service for people who are unable to use the printed phone book
- Copies of bills in large print, on computer disc (or in Braille) for customers who have difficulty reading their bill
- Copies of this Code are available in larger print and other formats on request

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## Data protection

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

## 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". 0871 is now also designated as a Premium rate number and subject to PRS regulation. Typical services include TV votelines, mobile ringtone downloads, technical helplines, charity fund-raising and adult entertainment.

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 01704 540 547 for advice on this. You can also ask for help from PhonepayPlus (formerly ICSTIS), which is the industry-funded regulatory body for Premium Rate Services. PhonepayPlus operates a code of practice that sets out standards for the operation of PRS. You can use the PhonepayPlus website at [www.phonepayplus.org.uk](http://www.phonepayplus.org.uk) to check PRS numbers direct or to download a complaint form. PhonepayPlus has legal powers to require a provider of PRS to amend its service or promotional material (or both) and can also impose penalties on content service providers. 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). 0844 and 0845 numbers are used for dial-up pay-as-you-go Internet access and customer service helplines. 0870 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.

Charges for calling services on NTS numbers are added to your telephone bill. Calling these services from, for example, mobile phones, cable networks or public payphones will generally cost more than the advertised rate but communications providers must publish prices for calls to 0870 numbers where these are higher than for calls to geographic numbers. Our charges for calling these services are 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 Penny Slater (tel 01704 540547 or email [pennyslater@adaptivecomms.co.uk](mailto:pennyslater@adaptivecomms.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 CISAS.

## 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. Software is available to detect this activity and we can help you to access this – please contact our Customer Services Team for details. PhonepayPlus has been given responsibility for policing this type of activity and you can contact them via

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[www.phonepayplus.org.uk](http://www.phonepayplus.org.uk) to ask for help or to report examples of this type of abuse. For other ways to contact PhonepayPlus, see the “Useful addresses” section below. 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](http://www.tpsonline.org.uk) or by telephoning 0845 070 0707.

## Useful addresses

**Approved Alternative Dispute Resolution Provider – CICAS:** Centre for Effective Dispute Resolution, 70 Fleet Street, London, EC4Y 1EU. Tel: 020 7520 3814. Email: [cicas@cedr.com](mailto:cicas@cedr.com)

**The Ombudsman Services – Communications (formerly Otelo):** PO Box 730, Warrington, Cheshire, WA4 6WU. Tel: 01925 430870 or 0845 050 1614 email: [enquiries@otelo.org.uk](mailto:enquiries@otelo.org.uk)  
Website: [www.otelo.org.uk](http://www.otelo.org.uk)

**Ofcom:** Riverside House, 2a Southwark Bridge Road, London SE1 9HA. Tel: 020 7981 3040 or 0300 123 3333 email: [contact@ofcom.org.uk](mailto:contact@ofcom.org.uk) Website: [www.ofcom.org.uk](http://www.ofcom.org.uk)

**PhonepayPlus (formerly Icstis):** Clove Building, 4 Maguire Street, London, SE1 2NQ. Tel: 0800 500 212 or 020 7940 7474 Website: [www.phonepayplus.org.uk](http://www.phonepayplus.org.uk) email [info@phonepayplus.org.uk](mailto:info@phonepayplus.org.uk)

**Telephone Preference Service:** DMA House, 70 Margaret Street, London W1W 8SS Tel: 0845 070 0707 Website: [www.tpsonline.org.uk](http://www.tpsonline.org.uk)

**Federation of Communication Services (FCS):** Burnhill Business Centre, Provident House, Burrell Row, Beckenham, Kent BR3 1AT. Tel: 020 8249 6363 email: [fcs@fcs.org.uk](mailto:fcs@fcs.org.uk) Website: [www.fcs.org.uk](http://www.fcs.org.uk)