

## Acuity Unified Communications Limited: Customer News Flash

Date: 26<sup>th</sup> June 2015

### Changes to charges associated to Non Geographic Numbers

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#### Ofcom Changes - Non-Geographic Numbers



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#### Changes to 08, 09 or 118 numbers

Ofcom regulatory changes to non-geographic numbers are taking place from the **1st of July 2015**. Any person or organisation that uses or makes calls to **08, 09** or **118** services will be affected. Ofcom believes these changes will bring better visibility and transparency to how calls are charged.



Acuity Unified Communications supporting the Lilly Foundation

## What's happening

When you make a telephone call to a service number – one beginning 08, 09 or 118 – it's not always clear how much it will cost.

That will soon change, under a new system that will make the cost of calling service numbers clear for everyone. It affects all calls from consumer mobiles and landlines to 08, 09 and 118 numbers.

## How it works now

Quite often you see something like this:

***“Calls cost 20p per minute from a BT landline. Other landlines may vary and calls from mobiles may cost considerably more.”***

This makes it hard to know the cost, unless you happen to be calling from a BT landline.

## How it will work in future

Generally, call charges will be split into two parts: A Service Charge and an Access Charge.



## To make things simple:

From 1 July 2015, the cost of calling service numbers will be made up of two parts:

- An **access charge**: This part of the call charge goes to Acuity Unified Communications Limited (your phone company), charged as pence per minute. We will tell you how much the access charge will be for calls to service numbers. It will be made clear on your bills and when you take out a contract with us. We will be setting the Acuity Access charge to Service numbers at 1.7 pence per minute. This may change in the future in which case we will advise you accordingly.
- A **service charge**: This is the rest of the call charge. The organisation you are calling decides this charge, and they will tell you how much it is for calling the number.

### **As an example.**

Acuity will charge 1.7p per minute for calls to service numbers – this is our “Access” charge. If the number you are calling has a “Service charge” of 20p per minute you should see something like the below being advertised for the number you are going to call:

***“Calls cost 20p per minute plus your phone company's access charge.”***

In this particular example, the call would cost 20p per minute (the service charge), plus 1.7p per minute (the access charge). So the call would cost you 21.7 pence per minute.

### **Which numbers are affected**

These rules will apply to all consumer calls to 084, 087, 09 and 118 numbers across the UK, delivering clearer call rates for everyone.

The changes do not affect calls made to ordinary landline numbers (01, 02), 03 numbers or mobile (07) numbers. Neither do they affect calls made from payphones, international calls, or calls to the UK when roaming overseas.

### **Freephone**

In addition, all Freephone numbers (which begin 0800 or 0808) are being made free for consumers to call from all phones, whether mobile or landline.

Many organisations use Freephone numbers – starting 0800 or 0808 – for people to contact them. Historically, these calls have generally been free when dialled from a landline, but mobile users are usually charged for calling them.

From 1 July 2015, as part of the UK Calling changes, all numbers starting 0800 or 0808 will become free for consumers to call from mobile phones, as they are from landlines.

At present, calls to Freephone numbers from mobiles typically cost between 14p and 40p per minute.

End of communications dated 26-06-15.