

Understanding Ofcom General Conditions C8 – Sales and Marketing

What does it mean for you?

Ofcom's General Condition C8 sets out rules related to Sales and Marketing activities of providers. These are here to protect customers and make sure that all activities remain within the rules -so that customers are protected. You can [read the rules](#) in full.

What does it mean for us?

These rules make sure that when we sell or market our services, we provide all related information at point of sale in a clear and accurate manner that's easy to understand, such as:

- ✓ Description of services and what's included
- ✓ Minimum length of your agreement
- ✓ Details of standard charges
- ✓ Payment terms and how you can pay
- ✓ Details of early termination and any potential charges for ending your agreement early
- ✓ Minimum notice you need to give
- ✓ Any other additional charges, for example paper billing.

Under these rules, any information we provide to our customers is accurate and not misleading. It also protects you from being contacted in an aggressive or inappropriate way.

At iD we do everything we can to always give our customers the best possible service and to follow these rules. So, whether you're buying online, over the phone or through one of our partners, our fully trained sales team is set up to provide you with the information you need.

We also make sure that our partners who sell our services and products:

- Do not have a history of failing to meet their financial undertakings to creditors.
- Do not have a director who has been subject to a period of disqualification from acting as a director, or has not been a director of a third party that has filed for bankruptcy or gone into administration.

We keep all this above information up to date with regular checks.

Find out more

You can [download a copy of C8](#) or [contact us](#) and we'll send you a copy free of charge.