

Sales and Marketing of Mobile Communications Services

Ofcom says that we need to tell you about our obligations to you under Condition 8 on our website and give you a copy free of charge if you ask for one.

1. Preventing Mis-selling

We are committed to ensuring that all information we provide to customers is accurate, clear, and not misleading. Customers will be asked if they would like this information in a **Durable Medium** (such as paper or email), which allows them to store and reproduce the information unchanged.

2. Working with Retail Partners

If we work with third-party retailers or partners who market or sell ASDA Mobile services, we ensure they:

- Provide accurate and clear information to customers
- Offer customers the option to receive information in a Durable Medium
- Keep records of ASDA Mobile sales and any sales incentives for at least six months

We monitor these partners to ensure compliance and take action if they do not meet these standards.

3. Sales and Marketing Practices

Before customers enter into a contract, we make sure they:

- Understand the key terms, including charges, payment details, termination rights, and contract start and end dates
- Are authorised to make changes if upgrading
- Intend to take out the contract themselves

4. Service Provision

We ensure that customers receive the services they have agreed to when entering into a contract.

5. Record Keeping

We maintain sales records for at least six months and records of sales incentives for no less than ninety days. These records include the date of sale, sales channel (in-store, online, or over the phone), and location.

6. Training

All staff involved in marketing or selling ASDA Mobile services are trained appropriately to prevent mis-selling.

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7. Due Diligence

Before partnering with any retailer or third party, we carry out checks to ensure they comply with C8 obligations. This includes verifying their business integrity and keeping these checks up to date.

8. Monitoring Compliance

Any information collected for compliance purposes will only be used for that purpose and will not be shared in a way that provides competitive advantage.

9. Sales Incentives

If a retailer offers an incentive after a contract starts, customers will receive clear details including:

- The identity of the company offering the incentive
- Contact details
- A description of the incentive and its terms
- A clear explanation of the process to claim the incentive

If the sale is made over the phone, this information will be provided in a Durable Medium.