

## Consultation response form

Please complete this form in full and return via email to [070marketreview@ofcom.org.uk](mailto:070marketreview@ofcom.org.uk) or by post to:

070 market review team  
Competition Group  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA

|   |   |
|---|---|
| <b>Consultation title</b>   | <b>Personal numbering: Review of the 070 number range</b> |
| <b>Full name</b>  | ✂   |
| <b>Contact phone number</b>   | ✂   |
| <b>Representing (delete as appropriate)</b>   | Self  |
| <b>Organisation name</b>  |   |
| <b>Email address</b>  | ✂   |
| <b>We will keep your contact number and email address confidential. Are there any additional details you want to keep confidential? (delete as appropriate)</b> | Your name   |
| <b>For confidential responses, can Ofcom publish a reference to the contents of your response?</b>  | Yes   |

## Your response

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|--|--|
| <b>Question 3.1: Do you agree with our provisional conclusion regarding market definition? Please provide reasons and evidence in support of your views.</b> | <p>Confidential? – N</p> <p>The vast majority of users do NOT know that 070 numbers are charged at a higher rate, in some cases very much more, and are not part of the “free” calls to mobiles offered as part of packages. I have been caught out by this.</p> <p>I think that OFCOM should impose further restrictions in so far as compelling providers to customers to charge these calls at the same rate as for all other mobile numbers and include with their free or bundled calls package. They should be free to impose additional</p> |
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|   | charges on the people taking out the 070 (ie follow-me) numbers.  |
| <b>Question 3.2: Do you agree with our provisional conclusion regarding SMP? Please provide reasons and evidence in support of your views.</b>  | <p>Confidential? – N</p> <p>Yes in part.</p> <p>However, there should be additional restrictions – see my response to Question 3.1 above.</p>   |
| <b>Question 4.1: Do you consider that the cost of the proposed control is proportionate to the identified harm to consumers arising from this range? If not please give your reasons.</b> | <p>Confidential? – N</p> <p>Basically yes.</p> <p>However, there should be additional restrictions – see my response to Question 3.1 above.</p>   |
| <b>Question 4.2: Do you agree with our proposal for a three-month implementation period? If not, please explain why.</b>  | <p>Confidential? – N</p> <p>Yes definitely. Any longer period will continue to harm end users (people, companies, organisations, etc).</p> <p>If possible the implementation period should be shorter – there is no reason why it couldn't be implemented within one month.</p> |
| <b>Question 4.3: Do you agree that our proposal to implement a charge control on 070 TCPs in the form of a benchmark rate is appropriate? If not, please explain why.</b>                 | <p>Confidential? – N</p> <p>Yes.</p> <p>However, there should be additional restrictions – see my response to Question 3.1 above.</p>   |
| <b>Question 4.4: Do you have any further comment on our proposals for regulating 070 termination rates? Please provide reasons and evidence in support of your views.</b>                 | <p>Confidential? – N</p> <p>There should be additional restrictions – see my response to Question 3.1 above.</p>  |

**Question A9.1: Do you agree with our approach to estimating the cost of providing a 070 service? Please provide reasons and evidence in support of your views.**

Confidential? – N

Yes