

4 October 2023

## **Ofcom Consultation: Mobile Roaming – Strengthening Consumer Protections**

Thank you for the opportunity to comment on the Ofcom Consultation: Mobile Roaming – strengthening consumer protections.

We support the intention to introduce requirements to send consumers alerts when they start roaming. It makes sense for that notification to include information which is relevant for the consumer and includes personalised information on:

- roaming charges, including any fair use data limits and time periods that apply for daily charges;
- mobile bill limits - whether there is one, what it is set at, and how a consumer can put one in place or amend it; and
- where to find free to access, clear, comprehensible and accurate additional information on roaming.

We welcome any accompanying guidance and think that these measures will build on previous protections in place. They will complement the conditions which require consumers to be provided with a contract summary, the publication and transparency of roaming services, and the requirement for up-to-date billing information. We think that to make informed decisions about their roaming use, consumers need to know when they are roaming and have timely, clear and accurate information on roaming charges and how they can limit their spend.

Sending notifications to consumers with information on roaming charges and where to find out more information is helpful. We think that consumers would also benefit from understanding what megabyte (MB) or gigabyte (GB) mean in terms of data usage and if the text messages contains a link which activates data roaming, that consumers should be informed.

We agree that providers should have measures in place to limit or reduce expenditure related to inadvertent roaming while consumers are in the UK. We also think that more could be done to help consumers avoid inadvertent maritime roaming.

Please do not hesitate to contact us if you would like further information regarding our response. Our response is not confidential.