



Non-Confidential¹

Three's response to Ofcom's consultation on end-of-contract and out-of-contract notifications

Summary

1. Three² supports Ofcom's efforts to encourage more consumers to engage with communications markets and believes that Ofcom's proposal, requiring communication providers to send both end and out of contract notifications to their customers, is a positive step that will prompt more consumers to engage. Engaged consumers, are good for competition, good for the UK's economy and most importantly good for customers.
2. Since our launch in 2003, we are always looking at ways to enable our customers to make the most of their mobile through the development of innovative, market challenging propositions such as 4G at no extra cost³ and allowing our customers to use their calls, texts and data allowances in over 71 destinations world-wide through our Go Roam offer. Furthermore, we have been pressing for initiatives to encourage greater switching in the market and actively campaigned for switching reform for over 10 years so that it is simpler and quicker for customers to switch provider.⁴
3. We are focused on helping our customers access the information they need, at the right time, so that they can assess that information to make informed choices and then act on those choices. Easy switching is essential for effective engagement. Our customers can easily access information about the service they have purchased, including any minimum contract period, through both their on-line account and their My3 App and which is available on a 27/7, 365 day basis.
4. We are always calling on Ofcom to enable fair and effective competition. We believe consumers should have the opportunity to engage with the market and to share the benefits of competition. To do this, consumers need to be able to access the right information, at the right time, to make an informed choice, and then effectively act on their choice.⁵
5. Sometimes not everyone is able to engage effectively, perhaps through disability or some other personal factor that leaves them vulnerable and disengaged. When this happens, it is important that these vulnerable consumers are appropriately safeguarded.
6. We understand that consumers lead busy lives and that they may not always remember when to engage and the detail of the services they have purchased, which is why we agree with Ofcom that it is important that customers are reminded when their minimum contract period is about to end and nudged to engage with the market.
7. However, this reminder or nudge needs to be carefully worded so that it does not overload consumers with unnecessary information or confuse them. Communications also need to be

¹ Confidential information is denoted by [§<][C] and should not be disclosed to any third-party without Three's express consent

² Hutchison 3G UK Limited

³ Compared to our 3G services

⁴ Three pushed for a full gaining provider led switching process which, had it been accepted by Ofcom and industry, would have placed real switching control in the hands of consumers, and we are committed to ensuring that Ofcom's 'auto-switch' initiatives are implemented on time for consumers

⁵ Equally, if a consumer chooses not to engage, even if Ofcom believes this irrational, that choice should be respected



secure so that consumers do not inadvertently suffer harm through, for example, smishing⁶ or slamming,⁷ and in a way that protects customers' personal information.

8. In the remainder of our response we identify and discuss particular issues and challenges with Ofcom's proposals, before answering each of Ofcom's specific questions.

Encouraging Consumers to shop-around

9. It is important that consumers are encouraged to shop around to find the most appropriate deal for them. General recommendations are not always appropriate and may result in consumers paying more than they need. For example, Ofcom suggests that consumers may be better-off on a split handset and airtime deal.⁸ However, often the cost to the consumer of financed handset (even at 0% APR) is much more than if the customer had purchased the handset elsewhere. Additionally, the linked airtime agreement can also be much more expensive, in one case as much as 85%.⁹
10. If consumers are to share in the benefits of competition and get the best deal, they need to be encouraged to shop-around. The proposed notifications should include a 'call-to-action', for example "you may be able to save money or find a more appropriate deal with another provider", that encourages consumers to more effectively engage.¹⁰

Danger of regulatory support of a specific sales model

11. Ofcom should be cautious in favouring one particular sales model over another, rather Ofcom should focus on ensuring that consumers have access to the information they need, are able to assess the choices available, to make informed purchasing decisions at the relevant time (again to avoid information overload and then only serving to frustrate the consumer).
12. For example, buying a phone on credit with a linked airtime agreement has significant consequences, potentially detrimental, for consumers and for industry. In addition to the potential for consumers to pay more than they need to (see paragraph 10), consumers and industry will need to comply with unnecessarily duplicative and different regulatory regimes, overseen by multiple regulators, including Ofcom and the Financial Conduct Authority. This leads to consumer confusion¹¹ and hassle¹², leading to increased cost for both consumers and providers, and contradictions or loopholes which may be abused to consumers' detriment.¹³

⁶ SMS Phishing, a variant of phishing scams that instead utilises SMS services to send bogus text messages

⁷ Switching a customer from one service provider to another without the customer's agreement

⁸ See paragraphs, 1.5, 1.8, 3.23, 3.26, 3.34, 3.65 (last bullet) and 3.40 of the consultation.

⁹ For example, O2's Refresh proposition may represent poor value for customers. The proposition bundles separate handsets with credit agreements and specific airtime contracts so that customers can change either element, subject to restrictions, every month. However, the cost of the handset can be considerably higher (e.g. a £999 iPhone through the Apple Store (which Apple provides with 0% APR over 20 months) costs £1,127.99 from O2) and the airtime is more expensive than a SIM only deal from the same provider. This can lead to a customer paying more than they might otherwise have paid had they shopped around (e.g. using the same iPhone purchase as an example (0% over 20 months) and comparing a split purchase of an iPhone purchased as part of O2 Refresh vs an iPhone from the Apple Store and an O2 SIMO tariff, in addition to the increased cost of the handset, a 2GB data package would be 85% more expensive and a 20GB data package 45% more expensive. On O2's Refresh customers can flex the period, so you can choose 2 or 3 years (and other options), so contract can last 3-years. Information as at 25 September 2018, source O2 website: https://www.o2.co.uk/custom-plans/refresh?cm_mmc=googleuk--PPC_Direct_Handsets--Handset-Refresh-O2--Refresh-O2-Exact_o2refresh_Exact

¹⁰ This should be in addition to the mobile only message of a reference to a SIM-Only Contract being an available option.

¹¹ For examples, around the rules that apply to the maximum length of contract, e.g. is it 24 months or more, who the consumer should complain to in the event of a problem.

¹² For example, the need to complete separate and additional finance agreements, consumer credit checks, etc.

¹³ For example, Sky advertised, an iPhone X with a regulated consumer credit finance agreement with no reference to minimum terms, etc. in the advert as would be required for a handset-inclusive mobile offer. Further, Sky reserve the right to increase the airtime price during the loan period, yet at the same time customers need to maintain the airtime plan for the duration of the loan. The length of the finance agreement was 30 months, which contrasts with the maximum 24 month length of a handset-



Excluded agreements

13. As Ofcom's proposed regulations exclude agreements of 6-months or less, for handset finance with airtime models, as the airtime agreement is a monthly agreement, this may not be caught by Ofcom's proposals. However, the finance agreement requires the airtime agreement to be maintained until the loan is repaid and this in turn creates an anomaly when airtime agreements are capped at 24 Months.¹⁴ Therefore, at the end of the loan agreement—which could be as long as 48 months—the consumer may not receive a nudge, leaving the consumer paying more than if they had been prompted to shop around and switch.
14. Given the concerns that split handset finance and airtime agreements raise, Ofcom should consider carefully how best to ensure consumers purchasing these services using this model obtain the same level of proposed encouragement to engage as consumers who purchase other mobile services using more traditional models. In particular, Ofcom should review the impact of the proposed exclusion of minimum terms of 6-months or less in light of these developing sales models. For example, Ofcom should consider linking the requirement to the duration of the handset loan agreement.

Content of notifications, ease of access, and security concerns

15. To maximise the impact of the nudge and avoid consumer confusion and security problems, the content of the notifications should contain only that information which promotes consumer engagement. The notifications should therefore be as simple and straight-forward as possible.
16. What is important is that customers are appropriately nudged to engage with an effective call to action (see paragraphs 9 and 10). This can be achieved more simply through customers being told when their minimum term ends (or that it has ended) and that if they shop-around (and in the case of mobile switch to a SIM only deal) they could save money. Telling a customer how much they are currently paying and how much they will be paying after the end of the minimum contract period will obscure the message and tells customers nothing about the savings they could make, and is therefore unnecessary, potentially confusing and obscures the key message.
17. This is especially true in a mobile context where customers, can easily see their monthly bill via on-line services or on smart phone or tablet Apps. Billing information is also easily available via customers' bank statements, which again are available on line or via mobile banking Apps. It is very easy for our customers to access the information they need, including information about their minimum term, via their on-line account or My3 App. How easy this information is to find can be seen from the screen shots we have included at Annex 1. Many our customers use our on-line and My3 App services¹⁵ and we are always looking for ways to encourage greater use.
18. Including the information that Ofcom proposes be included in a notification, in particular via SMS, with a link to a further message or information, creates potential security issues. At a time when Three and other providers are exploring ways to better both better educate consumers about how to protect themselves from fraud, for example, from smishing, and are developing safer ways for consumers to obtain the information they need, for example by being encouraged to use an App such as the My3 App, results in inconsistent policy.

inclusive or SIM only contract. Information as at 9 October 2018, billboard advert located within Nicholsons Shopping Centre, Maidenhead.

¹⁴ General Condition C1.4, which requires that "Regulated Providers shall not include a term in any contract with a Consumer for the provision of Electronic Communications Services that stipulates a Fixed Commitment Period of more than 24 months in duration."

¹⁵ Based on the last 3 months' data, on average, each month there were [redacted] views of the upgrade eligibility pages on three.co.uk., [redacted] visits to the My3 app, and [redacted] visits to the My3 app upgrade eligibility page "My Plan".



19. Ofcom's proposal may also promote poor data protection / GDPR practice. For a significant number of Subscribers, the only communication channel available is SMS. However, the End-User of the Public Electronic Communications Service in question may not be the Subscriber and therefore, unbeknown to the Regulated Provider, information that is personal to the Subscriber may be disclosed inadvertently to the third-party End-User.¹⁶
20. Our normal practice requires personal information, including contractual information about a Subscriber's account, not to be sent in an SMS. Rather customers are prompted to access the message, from a neutral SMS message, via their on-line account or through their My3 App.
21. Requiring the provision of information in a notification, especially an SMS, other than the minimum term end date and messages that are a call to action (as described in paragraph 10) will, in addition to potentially obscuring the key consumer message, result in increased development costs for what are complex systems, costs which would not be proportionate.

Notification Timing

22. The timing of the notifications will be vital to ensuring their effectiveness. For out of contract notifications 40 to 70 days is too long a period. There is a risk that the notification will be forgotten by the consumer and the impact lost. A period of 30 days should give consumers enough time to shop around and find the best deal for them and be ready to act on their decision at the end of the minimum period¹⁷ and is consistent with Ofcom's own Jigsaw market research,

*"The idea of an ECN [end of contract notification] was welcomed by all" and "Consumers felt [the ECN] would ideally be received a month or so before the contract ends • Close enough that seems relevant • Far enough to allow time to have a think / look around."*¹⁸

23. To maximise the impact of out-of-contract notifications, the window during which notifications may be sent should be shortened from 9 months to 3 months, allowing competing providers to focus marketing messages on engaging with and winning these customers. However, to give competing providers sufficient time to develop marketing campaigns, etc. and allow the customers' current providers to identify their out-of-contract consumers, develop their notifications and implement the systems changes and process required, this 3-month window should not open until at least 6-months after the regulations come into force.

Link to mobile switching¹⁹

24. While nudging consumers to engage is a vital part of the story, it is just as vital that consumers can easily act on their purchasing decisions. Easy switching is therefore essential to good engagement and in a mobile context, Ofcom should ensure that the industry auto-PAC based switching process is in place and working satisfactorily, before encouraging extra load on that new process. Three hopes that linking auto-switching to the need to send notifications will add impetuous to providers to ensure that auto-switching is successfully implemented on time.²⁰

Ofcom's questions

¹⁶ In a mobile context, this may occur where one spouse is the Subscriber and the other spouse the End-User. Delivering an SMS to the mobile handset may result in the SMS being read by the End-User spouse, not the Subscriber spouse.

¹⁷ In a mobile context, auto-switching will enable the customer to effectively act without incurring additional costs.

¹⁸ Page 10: https://www.ofcom.org.uk/data/assets/pdf_file/0020/117074/Qualitative-end-of-contract-notification-research-July-2018.pdf

¹⁹ Auto-Switch is package of regulatory reforms that include the introduction of a new and simplified way to switch where consumers will be able to request and automatically receive a unique code by text (either a PAC –or N-PAC), or through their online account, which the consumer can give to their new provider to switch and port their number (if they wish to do so): <https://www.ofcom.org.uk/consultations-and-statements/category-2/consumer-switching-proposals-to-reform-switching-of-mobile-communications-services>

²⁰ i.e. by 1 July 2019



25. The remainder of this response answers Ofcom's specific questions.

Question 1: Do you agree with our assessment of harm relating to residential consumers and Small Businesses?

26. No, there are many reasons why a consumer may choose to continue with their service at the end the minimum term, e.g. their current plan has better allowances than alternative offerings services or they enjoy benefits which are would not otherwise be available. Further, equating paying a higher price with harm is overly simplistic.

Question 2: Do you agree that providers should send both end-of-contract and out-of-contract notifications?

27. Yes, both individual and small business Subscribers would benefit from being reminded, at an appropriate time, that their Fixed Commitment Period is ending or has ended.

Question 3: Do you agree with our proposal that notifications should be sent to all residential and Small Business customers who take Public Electronic Communications Services?

28. Yes, given the potential for different types of services to be bundled, into triple and quad play packages, the proposals should apply across all Public Electronic Communications Services. The impacts of removing one service in a bundle should be clearly explained to the consumer at an equivalent time, as in many quad-play offers prices fluctuate if one service is removed, and this can create a barrier to switching.
29. However, that there are considerable difficulties in identifying whether a small business has 10 or less people. Ofcom, when considering compliance with these obligations, should consider individual providers' intent and approach, as opposed to whether the provider has absolutely identified each and every one of their small business customers.

Question 4: Do you agree with our proposals on the content of the end-of-contract notification?

30. No, the content of both the end-of-contract notifications and the out-of-contract notifications should include only information that nudges or prompts consumers to engage or acts as a call to action, and should be as simple and straight-forward as possible to avoid confusion and potential personal information and fraud security issues.
31. As explained in paragraphs 15 thru 17 of this response it is unnecessary, potentially confusing and would obscure the key messages to include in an SMS the Core Subscription Price and the cost at the end of the minimum term period. Where a mobile consumer is already on a SIM only contract, it is also unnecessary and potentially confusing to mandate a reference a SIM only contract as an alternative. Further the inclusion of personal information and the structure of the notification do not follow good data protection or security practice, potentially exposing consumers to an increased risk of fraud and therefore harm.
32. Additionally, the notification should include a prominent reference to taking service from an alternative provider, for example, "*you may be able to save money or find a more appropriate deal with another provider.*"



Question 5: Do you agree with our proposals on the structure, method, timing and frequency of the end-of-contract notification?

33. No, as explained in paragraphs 22 of this response the end-of-contract Notification should be sent to the customer 30 days before the end of the minimum term to ensure it has the greatest likelihood of being effective.

Question 6: Do you agree with our proposals on the content of the out-of-contract notification?

34. No, please see the answer to Question 4.

Question 7: Do you agree with our proposals on the structure, method and frequency of the out-of-contract notification?

35. No, as explained in paragraph 23 of this response the out-of-contract notifications should be sent during a 3-month window, commencing 6 months after the coming into force of the proposed measure and closing 9 months after the coming into force of the measure, to ensure it has the greatest likelihood of being effective.

Question 8: Do you agree that our proposals are both effective and the minimum necessary to achieve our policy objectives?

36. No, as set out in our answers to Questions 4 thru 7 above, the notification includes unnecessary information (e.g. the Core Subscription price) which may complicate the message, confuse consumers, obscure the key messages, i.e. the call to action, and may give rise to consumer harm through promoting poor security and data practice. Alternatively, the proposals do not include a strong enough call to action (see our answer to question 4) and the timings for when notifications should be sent are either not sufficiently specific or too wide to ensure the notifications have the best impact (see answers to Questions 5 and 7 above).

Question 9: Do you agree with the impacts we identify, and the approach we take to quantify these impacts, in our assessment in Annex 6?

37. No, Ofcom does not adequately balance the operational complexity (see paragraph 21) and security implications of providing individual and personalised customer messages (see paragraphs 19 and 20) against the benefit providing that information will have on consumers more generally through encouraging increased engagement. Ofcom should more carefully consider the detriment and harm that may be caused to consumers by its proposals.

Question 10: Do you agree with our provisional assessment that the potential costs for providers are not disproportionate in order to achieve our policy objectives?

38. No, please see the response to Question 9. Should Ofcom not address the data protection and security issues this may result in less use of SMS as communications channel. This would have the consequence of significantly altering the cost assumptions contained in Ofcom's assessment and run contrary to other policy objectives, for example, encouraging increased digital engagement and digital communications.

Question 11: Do you agree with our proposed implementation timescale for end-of-contract notifications and for the one-off notification to customers who are already outside of their minimum contract period?

39. No, please see the response to Questions 5 and 7.

Question 12: Do you have any comments on the draft condition set out in Annex 9 to this document?



40. Three has a significant number of customers who are SIM Only Contract customers, both in contract and out of contract. To avoid confusing messaging, we suggest the proposed General Conditions C1.12(h), C1.17, C1.21(e) and C1.25 are amended as follows:

C1.12 (h) details of the options available to the **Subscriber** at the end of the **Fixed Commitment Period**. This should include a message that the **Subscriber** may be able to make savings by exploring the available options. An **End of Contract Notification** to a **Subscriber** of a **Mobile Communications Service** who is not on a SIM Only Contract shall include reference to **SIM Only Contract** as an available option.

C1.17 An **End of Contract Notification** sent via **SMS** to a **Subscriber** of a **Mobile Communications Service** who is not on a SIM Only Contract shall include reference to **SIM Only Contract** as an available option in the **SMS**. Other options to be included in an **End of Contract Notification**, pursuant to **Condition** C1.12(h) may be provided separately.

C1.21(e) details of the options available to the **Subscriber**. This should include a message that the **Subscriber** may be able to make savings by exploring the available options. An **Out of Contract Notification** to a **Subscriber** of a **Mobile Communications Service** who is not on a SIM Only Contract shall include reference to **SIM Only Contract** as an available option.

C1.25 An **Out of Contract Notification** sent via **SMS** to a **Subscriber** of a **Mobile Communications Service** who is not on a SIM Only Contract shall include reference to **SIM Only Contract** as an available option in the **SMS**. Other options to be included in an **End of Contract Notification**, pursuant to **Condition** C1.21(e) may be provided separately.

41. As explained in the answer to Questions 4 and 6, consumers should be encouraged to consider all available options, and therefore notifications a prominent reference to taking service from an alternative provider. The proposed Conditions C1.16(a) and C1.24(a) should be amended to read,

C1.16(a) the information listed in **Conditions** C1.12(a), (d) and (g) and a reference to taking an alternative Public Electronic Communications Service to the Public Electronic Communications Service supplied from an alternative Communications Provider must be included in an **SMS**.

C1.24(a) the information listed in **Conditions** C1.21(a) and (d) and a reference to taking an alternative Public Electronic Communications Service to the Public Electronic Communications Service supplied from an alternative Communications Provider must be included in an **SMS**.

42. As explained in the answer to Question 5, the timing of End of Contract Notifications should be shortened to 30 days, and Condition C1.14 should be amended as follows.

C1.14 An **End of Contract Notification** shall be sent to **Subscribers** [30] days before the end of the **Fixed Commitment Period.**]

43. As explained in the answer to Question 7, the timing for delivery of out-of-contract notifications should be both narrowed and fixed to a specific 3-month window, and Condition C1.19 should be amended to read,

C1.19 By no later than [date to be inserted – proposed to be 9 months after publication of final statement] but not before [date to be inserted – 3 months before the by no later than date] **Regulated Providers** must send an **Out of Contract Notification** to each of their **Domestic** and **Small Business Customers** in the manner and form specifies by these Conditions, who as at [DATE], meet the following criteria [...]

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Annex 1: How Three's customers can easily access information about their minimum contract period and other information about their service.









Please see separate PDF slide deck.

**Annex 1 - How Three's customers
can access information about their
Fixed Commitment Period**

My3: customer self-serve dashboard


This is the My3 Homepage.
There are no direct calls to
action to cancel contract.

If Customer clicks 'Check if
you can upgrade' they will
see information about their
minimum term date.

 <h3>Allowance.</h3> <ul style="list-style-type: none">> Check your allowance.> View your Add-ons.> Buy an Add-on.> Control your spending.> Top-up another account.	 <h3>Bills.</h3> <ul style="list-style-type: none">> Your bill summary.> Your bills.> Search bills.> Setting up a Direct Debit.> Pay an outstanding balance.	 <h3>My details.</h3> <ul style="list-style-type: none">> Change email address.> Change address.> Marketing preferences.> Change contact number.> Transfer your number.	 <h3>Upgrades & offers.</h3> <ul style="list-style-type: none">> Additional product offers.> Check if you can upgrade.> View/change your price plan.> Refer a friend.
 <h3>Security.</h3> <ul style="list-style-type: none">> Change your password.> Change your PIN.	 <h3>Network & coverage.</h3> <ul style="list-style-type: none">> Coverage & network status> Get help with signal problems.> About Three's network.> Free Wi-Fi on London Underground.	 <h3>International settings.</h3> <ul style="list-style-type: none">> Making calls abroad.> Internet settings.> Call charges abroad.	 <h3>Help.</h3> <ul style="list-style-type: none">> About your My3 account.> Unlocking a Three device.> Pay Monthly abroad.> Device Support.> Three Rescue™ insurance.


This is the Upgrades and offers page.

Customers can check their **minimum term date** here.


 / My3. / Upgrades & offers.

 **My3 Home.**

 Allowance.

 Bill summary.

 My details.

 **Upgrades & offers.**

> Change Price Plan.

 Security.

 International settings.

 Feedback.

 Free WiFi on London Underground.

Upgrades & offers.

Contract status.

Here you can find out which price plan you're on and whether you're eligible to upgrade.

You can't upgrade this account online, please contact us to upgrade.

Your Minimum Term finishes on : 10/10/2018

Price plan

Advanced - SIM 4GB Data AYCE - 1 Month

Data

4096 MB

Texts

All-you-can-eat

Minutes

All-you-can-eat

> **More details.**

Your minimum term is the minimum duration of your contract. Unless we receive notice, your contract will automatically continue after this date.

Thinking of leaving us?

Welcome **Test Acct Three UK**
Customer Service - Strategy
Your number is **07378604257** out.

Three App.

On our App customers can go to the **'Plan'** tab to see when their minimum term is.

The **Upgrade options** page gives them links to the upgrade journey in My3.

To cancel they need to go to **'More'** and **Contact Us**. This takes them back onto our website.

Plan.

your phone abroad.

Using your phone abroad >

Active add-ons.

You don't have any active add-ons.

Contract.

You can upgrade now.

[View upgrade options](#)

Minimum term ended on 27 Sep 2018

This is the minimum length of time you said you'd stay with us for.

Usage Plan Bills Offers More

Upgrade options

Want a shiny new phone?

See all the phones and plans you can upgrade to.

[See upgrades](#)

Don't need a new phone just yet?

You can change to a SIM Only plan if you still love the phone you have right now.

[Choose a SIM Only plan](#)

Just need more minutes or data?

Get more allowance by moving up a plan without extending your contract. You can use your extra allowance straight away.

[Change your plan](#)

More.

Calling and texting abroad from the UK

About calls and call charges

Check a call cost

Report a network issue

Live chat

Network coverage

Set up WiFi calling

Move your number

Find your nearest store

Discovery sessions

[Contact us](#)

Usage Plan Bills Offers More


**How Three's customers can navigate
to the Fixed Commitment Period
information online**

Cancel your contract.

From our homepage customers can hover over **'Support'** and choose the option **'Leaving Three'**

The screenshot shows the Three.co.uk website homepage. The browser address bar displays "Not secure | www.three.co.uk". The navigation menu includes "Shop", "Support", and "Hub". The "Support" menu is open, showing options: "Account.", "Technical support.", "Network.", and "Get in touch.". The "Get in touch." option is highlighted with a red box, and "Leaving Three" is selected within it. A blue banner at the bottom reads "Be the first to hear about brand new devices. Register your interest now. [Find out more.](#)" Below the banner is an advertisement for the iPhone XS, featuring the Apple logo and the text "iPhone XS".

← → ↻ 🏠 ⓘ Not secure | www.three.co.uk 🔍

 **Shop** ▾ **Support** ▾ **Hub** ▾ 🔍 [Login.](#) [Register.](#)

Account.

- Bills & contracts
- Upgrades
- Calls, emails & messages
- Pay As You Go Top-up
- Data & Add-ons

Technical support.

- Device support
- SIM support
- Mobile broadband
- Internet & apps


Network.


- Our Network
- Coverage checker
- Roaming & international
- Wi-Fi Calling
- Network status checker

Get in touch.

- Contact us
- Leaving Three**

Be the first to hear about brand new devices. Register your interest now. [Find out more.](#)

 iPhone XS



Support Pages.

If they click on **'Support'** on our homepage they will go to the Support landing page where they can choose **'Thinking of Leaving Three'**.

They can also get information about contract end date by clicking **'Upgrade'**.

Device support.



Upgrades.



Calls, emails & messages.



Internet & apps.

SIM support.



Bills & contracts.



Pay As You Go.



Contact us.



More allowance.

Mobile Broadband.



Network & coverage.



Roaming & international.



Thinking of leaving Three?

Support Pages.

Customers who chose the option 'Thinking of Leaving Three' or 'Leaving Three' will be taken to this page.

At this stage the customers only option is to call us.

*The terms and conditions link takes you to our Returns and Exchanges policy

The screenshot shows the Three website's support page for customers thinking of leaving. At the top is the Three logo, navigation links for Shop, Support, and Hub, a search bar with the placeholder text "What are you looking for?", and links for Login and Register. Below the navigation is a breadcrumb trail: Home / Support / Cancel Contract. The main heading is "Thinking of leaving Three?". Below this is a light blue banner with three white boxes containing the following questions: "Want to leave and find out when your contract ends?", "Moving to a new provider and need your PAC code to keep your number?", and "Within 14 days of purchase and changed your mind?". Underneath these boxes are two columns: "Phone customers." with the contact number 333 and "Mobile Broadband customers." with the contact number 500. A note states: "Before calling, make sure you have your mobile number, password, address and date of birth to hand." Below this is a paragraph: "We'll need 30 days notice to cancel your contract. If you decide to leave us within your minimum contract period, you may be charged a cancellation fee to cancel your contract early - you can find details of this in your price guide." At the bottom of the page is a green banner with the heading "We have something you might like..." and the text "If you just want to know when your contract ends, or check out the great deals we may have for you take a look at My3." followed by a green button labeled "Your upgrade options." The footer contains the text "*Terms and conditions apply."

Shop ▾ Support ▾ Hub ▾

What are you looking for?

Login Register

Home / Support / Cancel Contract

Thinking of leaving Three?

Want to leave and find out when your contract ends?

Moving to a new provider and need your PAC code to keep your number?

Within 14 days of purchase and changed your mind?*

Phone customers.
Call 333 from a Three phone or 0333 338 1001 from any other phone.
Standard rates apply.

Mobile Broadband customers.
Call 500 from a Three phone or 0333 338 1003 from any other phone.
Standard rates apply.

Before calling, make sure you have your **mobile number, password, address** and **date of birth** to hand.

We'll need **30 days notice** to cancel your contract. If you decide to leave us within your minimum contract period, you may be charged a cancellation fee to cancel your contract early - you can find details of this in your [price guide](#).

We have something you might like...

If you just want to know when your contract ends, or check out the great deals we may have for you take a look at My3.

[Your upgrade options.](#)

*[Terms and conditions](#) apply.

Support Pages.

This is the top of the upgrade support page. Both buttons take you to log in to My3. Minimum term information can be accessed on the Upgrades page in My3.

Upgrades.

If you'd like to upgrade your phone, tablet or a SIM only plan you're in the right place.

If you're a pay monthly phone customer.

Check your upgrade date.

[Upgrade checker.](#)

Then view your upgrade options in My3.

[Login to My3.](#)

No My3 Account? [Register for My3.](#)

You can upgrade if:



you're in the last 30 days of your contract, or your contract has ended.



you've paid all your bills.

Support Pages.

This is the middle of the upgrade support page.

If you're a Mobile Broadband customer.

Speak to one of our agents now to upgrade.

Please try later

[Other ways to get in touch.](#)

You can upgrade if:



you're in the last 30 days of your contract, or your contract has ended.



you've paid all your bills.

If you want to upgrade your tablet.

Speak to one of our agents now to upgrade.

Please try later

[Other ways to get in touch.](#)

You can upgrade if:



you're in the last 30 days of your contract, or your contract has ended.



you've paid all your bills.

If you're on a SIM Plan.

Call from your Three phone.
333*

Call from another phone.
0333 338 1003**

Call from abroad.
+44 7782 333 333***

You can upgrade if:



You're on a 12 month SIM only plan and you're in the last 38 days of your contract. If you're not, you'll have to pay an early upgrade fee. If you're on a 1 month plan, you can upgrade right away pending a credit check.



you've paid all your bills.

Support Pages.

This is the bottom of the upgrade support page.

Want to upgrade early?

You can upgrade before the last month of your contract, but you'll be charged an early upgrade fee. This fee is the remaining months of your current contract and will need to be paid at the time of upgrading. [Get in touch](#) if you want to upgrade early.

Support guides.

Already upgraded?

[About your device delivery.](#)

[Our returns, exchange and cancellation policies.](#)

To get you started.

[About activating and using your SIM after upgrading.](#)

[About your first bill after upgrading.](#)

[Getting started with your new device.](#)

[Upgrading.](#)

If a customer clicks the Cancel contract page link it will take them to the Thinking of Leaving Three page



Cancelling your contract.

View our [cancel contract page](#) to view all your options.



Lost or Stolen Three Device.

[Speak to a live chat agent immediately.](#)
Further [lost or stolen information.](#)



Recycle your old phone.

You can recycle or trade in your old phone.
See our [trade-in page.](#)

Contact us.

Customers who access the Contact us page and select the 'Thinking of leaving' drop down will be able to see their cancellation options.

They will not be able to see any minimum term information alongside the cancellation form.

Contact us.

Unexpected text message from Three?

Please note, if you've received a message that requests your bank details or other personal information, it could be an attempt to get your details for fraudulent purposes.

Further to our previous message about a fake text you received, we would like to also advise not to give any personal information to anyone claiming to be calling from your bank. Always hang up, and call your bank direct to check if they need to speak to you. If you've received a suspicious message, forward it to 7726, free of charge, so that we can investigate it further.

To find out more, [click here](#).

Let us know why you would like to talk to us today.

Thinking of leaving. ▼

[See contact options.](#)

Contact us.

Thinking of leaving.

Thinking of leaving articles:

[Checking when your contract ends.](#)

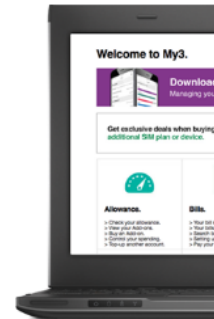
[Thinking of leaving Three?](#)

DO IT ONLINE

Upgrade online.

Manage your account online.
Check your contract end date and
upgrade options.

Login to My3



Call us.

Phone account.

From your Three phone.*
333

From another phone.**
0333 338 1001

From abroad.***
+44 7782 333 333

Mobile Broadband account.

From your Three Phone.*
500

Call from another phone.**
0333 338 1003

Call from abroad.***
+44 7782 333 500

Lines open 8am - 8pm Monday to Friday 9am - 6pm
Saturday and Sunday.

Cancellation Form.

Write to Us.

Three Customer Services

Hutchison 3G UK Ltd

PO Box 333

Glasgow

G2 9AG

Fill out the form.

You can use this form to request that we cancel your contract as long as you're within at least the last 30 days of your minimum contract period. Once the form has been processed, our team will be in touch by email on the address you've provided to let you know next steps.

Please note, you should only use this form if you don't need a PAC code to keep your number. If you wish to take your number to a new provider when you leave, you'll need to contact us by phone using the number provided above.

Your name.

Your postcode.

Your date of birth.

We'll use this to confirm your identity.

Your Three mobile number.


Your email address

Checking when your contract ends.

A Support article on where to find the contract end date.

This can be accessed from

[http://support.three.co.uk/SRVS/CGI-BIN/WEBISAPI.dll?Command=New,Kb=Mobile,Ts=Mobile,T=CaseDoc,Case=obj\(3716\)](http://support.three.co.uk/SRVS/CGI-BIN/WEBISAPI.dll?Command=New,Kb=Mobile,Ts=Mobile,T=CaseDoc,Case=obj(3716))

 / Support. / Checking when your contract ends.

Checking when your contract ends.

If you're coming to the end of your contract, you might want to check your contract end date to see when you're eligible to upgrade.

Checking your contract end date is easy in My3, just follow these steps:

1. Log in or register to My3 [here](#).
2. Select **Check if you can upgrade** under Upgrades & offers.
3. You'll see your contract-end date where it says Your Minimum Term finished on:

If you need to discuss your contract, call us on the relevant number below:

- To talk to us about your phone contract, call 333 from a Three phone or 0333 338 1001 (standard rates apply) from any other phone.
- To talk to us about your Mobile Broadband contract, call 500 from a Three phone or 0333 338 1003 (standard rates apply) from any phone*.

[Trade in your old device to reduce the cost of a new phone.](#)