

FCS Code of Practice for Sales & Marketing

You may be aware of the requirement under the General Conditions of Entitlement for providers of fixed-line telephone services to have a code of practice for sales & marketing. This leaflet briefly explains some of the background to the legislation and gives advice as to what you should do next.

Does my company need a Sales & Marketing Code of Practice?

If you are providing fixed line telephone services, almost certainly.

Since May 2005, an amendment to the General Conditions means that companies providing fixed line communications services to residential customers and/or small businesses with less than ten employees or volunteers are required by law to provide a code of practice for Sales & Marketing and to comply with it. The requirement applies to both Service Providers and Resellers and to any agents they may use.

Will it take me a lot of time to develop our Code of Practice?

No, FCS has done the hard work for you. To make the process of complying with the act as easy and cost effective as possible, we have created a 'toolkit' to assist communications providers to do this.

The toolkit takes the form of a model code document and a detailed implementation guide containing suggestions on how to review your existing procedures and documentation to ensure that these comply - together with a number of checklists, forms and standard letters to assist in the process.

FCS also provides support in the form of a telephone helpline to answer specific questions on compliance.

Does the FCS Code satisfy the authorities?

Yes, Ofcom have reviewed the FCS code and it has been given a Plain Language Commission mark, so that customers and staff can understand it.

What happens if we don't have a compliant code?

Ofcom has powers to fine companies that do not comply and have indicated clearly that, where necessary, they will do so.

How much will it cost to adopt the FCS Sales & Marketing Code of Practice?

Our toolkit code is to help our members comply with the law at an affordable rate. For members we charge a one-off fee of £150 and for non-members it costs £250. There is no annual maintenance fee for the Sales & Marketing code.

- All prices quoted are subject to VAT -

How can we get a Code of Practice from FCS?

Simply contact FCS on smc@fcs.org.uk to request an application form.

If you require any further information or have any queries, you can call our helpline on 020 8249 6363 or Email smc@fcs.org.uk

