



## **Protecting Consumers from Mis-selling of Fixed Line Telecommunications Services**

An increase in competition in the provision of telecoms services has unfortunately led to an increase in the instances of customers being mis-sold services. The term “mis-selling” covers a range of behaviour that could be seen to be harmful to customers, including purposely providing misleading information about services or a contract, pressuring customers to enter into contracts or engaging in slamming where a customer’s service is transferred from one provider to another without the customer’s consent and/or knowledge.

The telecoms regulator Ofcom is committed to tackling this type of behaviour and all communications providers are now subject to rules which apply when residential and small business customers are transferring their fixed line services (telephone line and/or calls) between providers. These rules set standards for the way in which we will deal with you, the information we will provide to you and the processes we will use when you are transferring services either to or from us.

We want to ensure that we sell our services responsibly and prevent any misunderstandings arising from information we give you and so have taken steps to ensure that we are compliant with Ofcom’s rules. However, we recognise that things can and do go wrong so if you are concerned about any aspect of the sale of your fixed line services when you are transferring providers you can contact our complaints team as follows:

The Customer Relations Team  
37 Carr Lane  
Hull  
HU1 3RE  
Tel 01482 602555  
Fax 01482 223366  
[custrel@kcom.com](mailto:custrel@kcom.com)

We aim to resolve all complaints within 28 days.

The rules concerning mis-selling are set out in the “General Conditions” under which we operate and a full version of General Condition 24 and Guidelines produced by Ofcom can be found at <http://www.ofcom.org.uk/telecoms/ioi/nwbnd/statement.pdf>. We will also provide you with a copy free of charge should you request it.

Ofcom also provides a video guide to mis-selling on their website which you may find useful. It can be found at <http://consumers.ofcom.org.uk/2009/10/how-to-avoid-being-slammed/>