

## Appendix 7: Ethical rules

For several years we have on the market for mobile content and payment – services - normally called CPA market or Premium SMS market - seen that there has been services that do not seem to be ethical correct. Telenor has therefore found it necessary to formulate the following ethical rules for delivery of mobile content- and payment services to Telenor end users.

In general it is the goal for Telenor to ensure that the end user feels safe when buying content based services.

Telenor will therefore only allow access to content-based services:

- Where there is a reasonable correlation between price and quality.
- Where there is a reasonable correlation between the price of participation in a competition and the value of the price to be won
  - A price/value ratio of 1/100 is considered reasonable for most competitions.
- Where it is clear to the end user before ordering:
  - What is bought.
  - How much the service will cost.
  - When the purchase is completed.
  - How a subscription may be terminated.

That means more specifically that:

- The end user is properly informed and must be able to understand all aspects of the offered service via the marketing of the service.
- The end user is informed about the correct price before being asked to give up/entering any type of information. On a webpage this means the price must be shown above any "Type your phone number here" field.
- The text is shown in a clear and unambiguous manner.
- Conditions for withdrawal is stated clearly.
- It must be clear to the end user what the service is all about.
- For the end user to get an idea of the services, if the end user buys access to a service catalog, the end user must have had the opportunity to see, hear or test services prior to purchase,.
- The purchase process must be logical and simple.
- There must be a large degree of similarity between the initially presented service and the subsequently subscribed service:
  - A competition may not lead to the start of a subscription to ringtones or the like.
  - The end user cannot be asked to start a subscription in order to get the result of a test.
- Telenor will generally not accept services in its network, where the content is preselected for the end user. Exceptions to this rule are as an example:
  - Breaking news.
  - Fortune cookies, fortune bags etc.
  - Horoscopes.
- All services comply with the rules set forth in [www.rammeaftalen.dk](http://www.rammeaftalen.dk).