



Commission for
Communications Regulation

Pure Telecom Customer References

ComReg issues Notice of Intention to Prosecute to Pure Telecom for failure to ensure that customer references are clearly presented and identified prominently on a consumer bill

Information Notice

Reference: ComReg 13/28

Date: 20/03/2013

Consumer References, such as Universal Account Number, are necessary for the purposes of consumers efficiently changing services or efficiently switching from one Authorised Person supplying Electronic Communications Services at a fixed location to another Authorised Person supplying such services.

18.6.1 of the General Authorisation states that

“Every Authorised Person that is the direct provider of Electronic Communications Services at a fixed location to a consumer shall ensure as far as practicable, that all Consumer References are included on all consumer invoices or bills for such services, including those provided electronically. They shall be clearly presented and identified prominently”

ComReg has identified that Pure Telecom does not have the relevant Consumer References, i.e. Universal Account Number, clearly presented and identified prominently on a consumer bill. ComReg has today given a Notice of Intention to Prosecute to Pure Telecom, pursuant to Section 44 of Communications Regulation Acts 2002 to 2011 in respect of the alleged offence.

If, within 21 days of the date on which this notice is given, Pure Telecom, as far as is practicable, remedies to the satisfaction of the Commission the matter giving rise to the alleged offence and pays to the Commission €1,500, accompanied by this notice, Pure Telecom will not be prosecuted for the alleged offence.

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