

InfoCall Advertising Infringements and Actions Required			
	<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Programme	Unauthorised adult services* B.1.3.1	1	Discontinue offer immediately
	Offer confusing, misleading, or deceptive with respect to target audience B.1.2 ; E.4	1	Clarify offer's principal elements in language target audience likely will understand
	Failure to disclose professional qualifications [advertisements containing professional information or advice] E.14	1	Disclose professional's identity and qualifications; identity of association, authority, or government department providing or endorsing information; or both
	Offer or elements of offer expired [e.g., competitions, voting services] B.1.2 ; E.17	3	Remove outdated material
Pricing	No pricing E.6.1	1	Display pricing within three line breaks of call-to-action or 190 number, directly above, below, or to either side, with no intervening text or graphics
	Pricing illegible E.6.1	1	Increase point size, alter colour scheme to improve contrast, or both
	Unclear pricing E.6.1 ; E.6.2	1	Display cost of call in \$X.XX or \$X format
	Pricing displayed within insufficient proximity to call-to-action or 190 number E.9	1	Display pricing within three line breaks of call-to-action or 190 number, directly above, below, or to either side, with no intervening text or graphics
	Pricing displayed within insufficient proximity to 190 number, when multiple 190 numbers displayed ^A E.10	1	Display pricing within three line breaks of call-to-action or 190 number, directly above, below, or to either side, with no intervening text or graphics
	Pricing displayed at improper attitude E.9	1	Display pricing in same orientation and direction as 190 number
	Pricing display time too brief [TV] E.11	2	Display pricing for at least 10 uninterrupted seconds or for as long as 190 number is displayed, whichever is longer
Charge Period	No charge period E.6.1 ; E.6.2	1	Display charge period as either call cost per minute or call fixed cost (e.g., "\$ per minute," "\$/min," or "\$ fixed cost access, variable cost options")
	Unclear charge period E.6.1 ; E.6.2	2	Display charge period accurately, consistently, among main body of ad, call-to-action, and summary T&Cs
T&Cs	No service provider or content provider name+ [excluding newspaper non-display classifieds] A.4.4 ; E.19 ; E.20	1	Display service provider or content provider name as listed in print telephone directory, online directory, or directory assistance telephone service
	Failure to preface abbreviated service provider or content provider name with "provided by" A.4.4 ; E.19 ; E.20	1	Preface abbreviated service provider or content provider name with "provided by"
	Service provider or content provider name displayed at improper attitude E.20	1	Display service provider or content provider name in same orientation and direction as advertisement text
	No disclosure that higher rate applies from mobile phone, payphone, or both# [where applicable] E.8.1 ; E.8.2	1	Advise higher rate applies to calls from mobile phone, payphone, or both (e.g. "higher rate for calls from mobile phones and payphones")
	Unclear disclosure that higher rate applies from mobile phone [online/TV] E.8.1	2	Display statement as "higher rate for calls from payphones and mobile phones"
	No disclosure that compatible handsets are required to access video service E.22	2	Disclose that compatible handsets are required to access video service (e.g., "Mob. Vid. Req.")

*Subject to immediate escalation to Telstra.

^AIn advertisements where multiple 190 numbers are listed, a single reference to pricing may be displayed within sufficient proximity to any of the 190 numbers, as long as the price point applies to all advertised services and is displayed on the same page as all 190 numbers. If advertising exceeds one page, pricing must be displayed on all subsequent pages.

#Print advertisements may abbreviate this disclosure as "Pay/mob extra."

+Service providers and content providers may use a recognisable abbreviation, as long as it is prefaced with "provided by."



InfoCall Advertising Infringements and Actions Required <i>continued</i>			
	<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
<i>T&Cs</i> <i>continued</i>	No account holder authorisation disclosure [under age 14] E.13	2	Disclose clearly that customers under age 14 must have account holder's permission (e.g., "If you're under 14, you must ask your parents before calling this service.")
	No account holder authorisation disclosure [under age 18; fund raising services] E.13	2	Disclose clearly that customers under age 18 must have account holder's permission
	No end date E.17	3	Display competition end date clearly in advertisement, TV voiceover, or both

