**Premium Rate Registration and Risk Assessment requirements**

Organisations and individuals involved in the provision of PRS must always act with integrity and must not, in respect of any part of their provision of PRS, act in a way that brings or is likely to bring the PRS market into disrepute.

A PRS provider must not carry out any regulated activity that contains any material likely to incite violence or hatred against a group of persons or a member of a group of persons based on any of the specified characteristics, including age, disability, gender assignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

Ofcom published The Regulation of Premium Rate Services Order 2024 which came into force in February 2025.

<https://www.legislation.gov.uk/uksi/2024/1046/contents/made>

All providers operating 09 and/or relevant 087x need to be familiar with this Order and are required to register with Ofcom.

Guidance for operating a premium rate service, including details on how to register, can be found here: -

<https://www.ofcom.org.uk/phones-and-broadband/mobile-phones/operating-a-premium-rate-service>

Please note that there must be 5 working days between registration and commencement of a service.

Premium Rate number/range assigned (internal use only) -

Please list all organisations and/or individuals in the PRS supply chain, ending with the Merchant Provider who will be running the PRS service. For limited companies, please supply the registered name, address and company registration number. For partnerships, please supply full names, addresses and dates of birth for all partners. For sole traders, please supply full name, address and date of birth.

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| --- | --- |
| **Organisation and/or individual name ( including legal status )** | **Address, company registration number and PSA registration number plus any previous trading names** |
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| **Please confirm that ALL in the PRS**  **supply chain has read the Order and understood**  **the regulatory requirements applicable to them.** |  |
| **Please confirm how long each organisation and/or individual has been operating in the UK PRS market.** |  |
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2. Please supply your correspondence address – full postal address, e-mail, and UK phone number

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| --- | --- |
| **Organisation and/or individual name** | **Full postal address, e-mail & UK phone number** |
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3. Please provide the organisational chart for your organisation

4. Please provide the company structure of your organisation, including details of any parent or holding companies.

5. Please provide names and address of all individuals or organisations in the PRS supply chain who receive any share of the PRS revenue: -

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| --- | --- |
| **Organisation name** | **Full postal address, e-mail & UK phone number** |
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6. Please confirm that no natural or legal person in your organisation is operating in the capacity of a “shadow director” under the Companies Act 2006: -

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| --- | --- |
| **Individual** | **Confirmation ( yes/no )** |
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7. Please supply details of the nominated individuals in your organisation who will receive all communications in connection to the application of the Order, including those responsible for signing off and due diligence and any complaints, customer care and queries:-

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| --- | --- |
| **Individual** | **e-mail & UK phone number** |
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8. Please provide documented evidence of the policies and procedures your organisation has in place to manage due diligence and risk assessment.

For example, confirmation that due diligence and risk assessment obligations are included in your contracts and that this enables the sharing of information gathered while conducting due diligence and risk assessment, confirmation of what processes you follow to fulfil your due diligence and risk assessment obligations, examples of any information gathering tools like forms, spreadsheets etc

9. Please provide details of your reasonable and proportional steps to identify potential risks to the interests of vulnerable customers and how you intend to mitigate these risks.

10. Please provide information on any legal proceedings involving the company or individual requested the PRS, or anyone else in the supply chain. This includes any previous or ongoing legal proceedings, judgements or any other decisions made by a court, tribunal or any other body.

11. Please provide details of the service that will be running on the PR number: -

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| --- | --- |
| **Service Name & type** | **Description of what the service is and does, cost, intended promotional material ( website etc )** |
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|  | **Will you be operating a chatline service, live entertainment service, professional advice service or sexual content service or an Information, Connection or Signposting Service ?** |
|  | Yes/no |
|  | **Please confirm you have read and understood your obligations and the restrictions in relation to these types of services** |
|  | Yes/no |

Before making their purchase or incurring any charges, consumers must be fully and clearly informed of all information regarding the service, including: -

* A clear description of what the service is and/or does
* The cost and where applicable, the frequency of charging (this cost must be prominent, clear, legible, visible and proximate to the phone number)
* That the charge will be added to the consumers phone bill (mobile or otherwise)
* The Providers name (or brand if part of that name)
* The name of the service as registered with Ofcom
* The name & contact details of the provider responsible for customer care and complaints

Please ensure that you have registered with Ofcom BEFORE enabling a service to become accessible to consumers.

You must inform Ofcom of any changes to information within 5 working days of these changes.

|  |  |
| --- | --- |
| **Completed by (full name )** |  |
| **Date** |  |
| **Signature** |  |