VHA Advertising Infringements and Actions Required			
	Infringements	*Severity*	*Actions Required*
Programme	Unauthorised contentψ VHA rule - VHA PSMS Handbook, Section 7	1	Discontinue offer immediately
	Unauthorised charity servicesψ VHA rule	1	Discontinue offer immediately
	No product or service disclosure 4.1.3; 4.1.4	1	Disclose accurately, above fold in main body of ad, nature of product or service on offer
	Product or service disclosure illegible 4.1.3; 4.1.4	1	Increase point size, alter colour scheme to improve contrast, or both
	Product or service disclosure displayed inside graphic 4.1.3; 4.1.4	1	Display product or service disclosure above fold in main body of ad and unobscured by graphic
	Product or service disclosure displayed below fold [online @ 1024 × 768] 4.1.3; 4.1.4	1	Display product or service disclosure above fold in main body of ad
	Product or service disclosure displayed only in summary T&Cs 4.1.3; 4.1.4	1	Disclose accurately, above fold in main body of ad, nature of product or service on offer
	Failure to disclose that subscription purchase offers only *chance* of winning competition or receiving prize VHA rule	1	Indicate clearly, within most prominent competition or prize tagline, that subscription purchase *does not guarantee* customer will win competition and receive prize (e.g., employ phrase such as "for a *chance* to win")
	Disclaimer displayed only in summary T&Cs, disclaimer unlinked to offer by asterisk or other symbol, or both 3.1.8	1	Display disclaimer in main body of ad adjacent to associated offer, or link disclaimer clearly to offer by asterisk or other symbol
	Disclaimer inconsistent with offer's principal message 3.1.9	1	Remove inconsistent disclaimer and conditions it imposes
	Message quantity displayed only in summary T&Cs 3.1.3	1	Display accurately, above fold in main body of ad, actual message quantity for which customer can expect to be billed per charge period
	Offer constitutes a scam 3.1.19	1	Discontinue offer immediately
	Unapproved VHA endorsement or use of VHA name 3.1.21	1	Remove VHA endorsement or VHA name
	Misrepresentation of product offering 3.1.2	2	Display references to product type accurately, consistently, among main body of ad, call-to-action, and summary T&Cs
	Misrepresentation of product quantity 3.1.2	2	Display only actual product quantity per charge period (e.g., 15 ringtones/month)
	Offer confusing, misleading, or deceptive with respect to target audience 3.1.2	2	Clarify offer's principal elements in language target audience likely will understand
	Advertising to children 3.1.20	2	Discontinue advertisement in any medium or format that targets minors specifically
	Insufficient details regarding limited offer 3.1.10	2	Disclose clearly limited time period, limited quantity, and limited class of customers, as appropriate
	Insufficient details regarding special offer 3.1.11	2	Disclose special offer's principal elements, conditions and limitations [e.g., limited time period when discount applies], and start and end dates
	Failure to display shortcode for at least 10 uninterrupted seconds [TV] 3.1.5	2	Display shortcode for at least 10 uninterrupted seconds in main body of ad
	Text point size too small [print] 3.1.3	2	Increase point size to at least 6
	Unclear product quantity 3.1.2	2	Disclose actual product quantity (per credit, if appropriate)
	No product quantity 3.1.2	2	Disclose product quantity
	Insufficient details regarding prize draw date 4.1.3	3	Display prize draw date
	Offer or elements of offer expired [e.g., competitions, voting services] 3.1.16	3	Remove outdated material

ψSubject to immediate escalation to VHA.

► Yellow highlights indicate all changes and additions since the previous revision.

	VHA Advertising Infringements and Actions Required *continued*		
	Infringements	***Severity***	***Actions Required***
Pricing	No pricing 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	No pricing (voiceover) [TV, services exceeding $2.00] VHA rule	1	Convey pricing in voiceover as well as displaying in video
	Pricing illegible 3.1.3; 4.1.4	1	Increase point size, alter colour scheme to improve contrast, or both
	Signup cost illegible 3.1.3	1	Increase point size, alter colour scheme to improve contrast, or both
	Pricing displayed only in summary T&Cs 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	Pricing displayed at improper attitude 3.1.3; 4.1.4	1	Display pricing in same orientation and direction as shortcode or primary purchase mechanism
	Unclear pricing 3.1.3; 4.1.4	1	Display full and correct pricing in prescribed format: $XX.XX
	Complete pricing displayed only in summary T&Cs 3.1.3; 4.1.4	1	Display complete pricing, including signup cost if applicable, in main body of ad
	Pricing displayed within insufficient proximity to call-to-action or MSISDN-submit field 3.1.3; 3.1.4	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	Pricing displayed within insufficient proximity to subscription disclosure 3.2.3; 3.2.4	1	Display pricing within three line breaks of subscription disclosure, directly above, below, or to either side, with no intervening text or graphics
	Incomplete pricing 3.1.3; 3.2.3	1	Disclose complete MO and MT pricing
	Pricing point size, subscription disclosure point size, or both too small VHA rule	2	Increase pricing and subscription disclosure point size to at least 66% as large as MSISDN point size
	Pricing point size too small [print] 3.1.6	2	[shortcode point size is 24 to 48] Increase pricing point size to at least 25% as large as shortcode point size
			[shortcode point size is larger than 48] Increase pricing point size to at least 12
	Pricing point size too small [online and TV] 3.1.5; 3.1.7	2	Increase pricing point size to at least 50% as large as shortcode point size
	Pricing display time too brief [TV] 3.1.3; 3.1.5	2	Display pricing for at least 10 seconds or for as long as shortcode is displayed, whichever is longer
	Pricing displayed below fold [online @ 1024 × 768] 3.1.3; 3.1.7	2	Display pricing above fold in main body of ad
	Conflicting pricing 3.1.3; 4.1.4	2	Display pricing accurately, consistently, in prescribed format throughout ad: $XX.XX
	Use of *free*, *complimentary*, or similar term implying product that comes with purchase is without charge 3.1.14	2	Remove *free*, *complimentary*, or other such term
Subscription	No subscription disclosure 3.2.3	1	Disclose subscription nature of offer by displaying word *subscribe* or *subscription* in main body of ad
	No subscription disclosure (voiceover) [TV] 3.2.3	1	Convey subscription nature of offer in voiceover as well as displaying in video
	Subscription disclosure illegible 3.2.3	1	Increase point size, alter colour scheme to improve contrast, or both
	Subscription disclosure displayed below fold [online @ 1024 × 768] 3.2.3	1	Display subscription disclosure above fold in main body of ad
	Subscription disclosure displayed only in summary T&Cs 3.2.3	1	Disclose subscription nature of offer by displaying word *subscribe* or *subscription* in main body of ad
	Subscription disclosure displayed within insufficient proximity to call-to-action or MSISDN-submit field 3.1.4	1	Display subscription disclosure within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics

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	VHA Advertising Infringements and Actions Required *continued*		
Subscription *continued*	Subscription disclosure displayed within insufficient proximity to pricing 3.2.3	1	Display subscription disclosure within three line breaks of pricing, directly above, below, or to either side, with no intervening text or graphics
	Failure to display subscription disclosure within most prominent competition or prize tagline VHA rule	1	Display term *subscription* or *subscribe* within most prominent competition or prize tagline and at same point size as tagline or larger
	No charge period 3.2.3	1	Display charge period in main body of ad
	Charge period illegible 3.1.3	1	Increase point size, alter colour scheme to improve contrast, or both
	Charge period displayed only in summary T&Cs 3.2.3	1	Display charge period in main body of ad
	Subscription disclosure point size too small [print] 3.2.3	2	[shortcode point size is 24 to 48] Increase subscription disclosure point size to at least 25% as large as shortcode point size
			[shortcode point size is larger than 48] Increase subscription disclosure point size to at least 12
	Subscription disclosure point size too small [online and TV] 3.2.3	2	Increase subscription disclosure point size to at least 50% as large as shortcode point size
	Subscription disclosure display time too brief [TV] 3.2.3	2	Display subscription disclosure for at least 10 seconds or for as long as shortcode is displayed, whichever is longer
	Unclear charge period 3.2.3	2	Display charge period accurately, consistently, among main body of ad, call-to-action, and summary T&Cs
	Minimum subscription period 5.1.7	2	Remove stipulation for minimum subscription period
T&Cs	Summary T&Cs illegible 3.1.3; 3.2.3; 4.1.4	1	Increase point size, alter colour scheme to improve contrast, or both
	No local-charge or free-call Helpline number 3.1.3; 4.1.7; 6.1.2; 4.1.4	1	Display local-charge or free-call Helpline number
	Alphanumeric Helpline number 3.1.3; 4.1.7; 6.1.2; 4.1.4	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
	No unsubscribe information 3.2.3; 4.1.7	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
	Unclear unsubscribe information 3.2.3; 4.1.7	2	Associate unsubscribe command with shortcode and preface with "Send," "Text," "SMS," or "Reply" (e.g., Send STOP to 19XXXX)
	Incorrect unsubscribe information 3.2.3; 4.1.7	2	Display *STOP* as unsubscribe command
	Unsubscribe information too small [TV] 3.2.3; 4.1.7	2	Increase unsubscribe information point size to at least as large as promotional font
	No instructions for opting out of marketing, prompt, or inducement messages 3.1.23	2	Display instructions or link for opting out of marketing, prompt, or inducement messages
	Unclear instructions for opting out of marketing, prompt, or inducement messages 3.1.23	2	Articulate instructions clearly or display link labeled clearly for opting out of marketing, prompt, or inducement messages
	No account holder authorisation disclosure [under age 18] 3.1.20	2	Disclose clearly that customers under age 18 must have account holder's permission
	Failure to identify content provider [reverse charge billing services only] 4.1.4	2	Identify content provider by name
	No end date [e.g., competitions and voting services] 4.1.3	3	Display end date
	No refund arrangements [e.g., competitions and voting services] 4.1.3	3	Display refund arrangements
Charges and Billing	No mention that data fees might apply [content downloads and reverse charge billing services only] 4.1.3; 4.1.4	3	Disclose that data fees might apply

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