



Commission for  
**Communications Regulation**

## Information Notice

Notification to Conduit of non-compliance  
regarding use of 11850 Directory Enquiry  
Access Codes

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| Document No: | 08/89            |
| Date:        | 17 November 2008 |

## Introduction

The Commission for Communications (“ComReg”) is charged with the effective management of the National Numbering Scheme. Section 11 of the National Number Conventions (ComReg 08/02) sets out the conditions for use of numbers and short codes. Sub-section 11.4.1.1 states:

*“118XX directory information access codes shall be used only for the provision of telecommunications directory enquiry services and relevant value added services e.g. call completion services”*

ComReg conducted an investigation into a series of advertisements run by Conduit regarding 11850 in The Metro, a free morning newspaper in Dublin, Conduit advertised a text service (“free” text) where a customer could text “Joke”, “Retro” or “Sex” to the number 11850 in order to receive a “free joke”, “free retro nostalgia” or “a free sexy fact”.

Having investigated the matter and considered all representations and evidence available ComReg is of the view that the use of the code 11850 for the purposes of Conduit’s “free” text promotion is not in conformance with the conditions of rights of use associated with the directory information access code allocated to Conduit. On 17 November 2008 ComReg provided Conduit with a letter of notification of non-compliance (as set out below)

## Notification

“The Commission for Communications (‘ComReg’), pursuant to Regulation 16(2) of the Authorisation Regulations, hereby notifies Conduit of its finding that Conduit has not complied with the obligation contained in Regulation 14 of the General Authorisation Regulations.

Conduit has one month from the date of this notification either to make representations in relation to the notification or to remedy any non-compliance. ComReg believes adequate remediation would require Conduit to demonstrate to the satisfaction of ComReg that it has ceased the “free” text service.

If representations are made by Conduit, and/or actions taken to comply with the obligation ComReg will reconsider these findings in the light of the representations and/or actions and take them into account in any opinion it may reach under Regulation 16(5) of the Authorisation Regulations.

In accordance with the power given to it in Regulation 16(3) of the Authorisation Regulations ComReg is publishing this notification.”