



Commission for
Communications Regulation

Pure Telecom Customer References

Pure Telecom pays €1,500 to ComReg and undertakes to ensure that customer references are clearly presented and identified prominently on consumer bills

Information Notice

Reference: ComReg 13/38

Date: 12/04/2013

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 Authorisation¹ 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 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. On 19 April 2013, ComReg gave 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.

The notice stated that if, within 21 days of the date on which the notice was given, Pure Telecom, as far as is practicable, remedied to the satisfaction of the Commission the matter giving rise to the alleged offence and paid to the Commission €1,500, accompanied by this notice, Pure Telecom would not be prosecuted for the alleged offence.

Pure Telecom has paid €1,500 to the Commission and has undertaken:

- To change the description of Consumer References from “Your Account Number” to “Universal Account Number”. The change will take effect from 30th April 2013.
- To make best efforts to work with the Commission to reach a resolution to comply with Section 18.6.1 of the General Authorisation

On the basis of the above and the completion of the undertakings, Pure Telecom has been informed that the Commission will not institute a prosecution in respect of the alleged offences.

¹ Pursuant to Regulation 8 of the European Communities (Electronic Communications Networks and Services) (Authorisation) Regulations 2011. S.I. 335 of 2011