



An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

ComReg closes its investigation into VOXALO and its compliance with its PRS licence conditions

Information Notice

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1. On 24 September 2025 ComReg notified VOXALO of findings of non-compliance in respect of its premium rate service (“PRS”) licence conditions.
2. This notification of a finding of non-compliance was issued by ComReg to VOXALO pursuant to ComReg’s powers under Section 9(1) of the Communications Regulation (Premium Rate Services and Electronic Communications Infrastructure) Act, 2010 Act and having regard to VOXALO’s obligations as set out in Regulation 7(1) of the Communications Regulation (Licensing of Premium Rate Services) Regulations 2012 (“the Licensing Regulations”), Regulation 9 of the Licensing Regulations and the Premium Rate Services Code of Practice (“the Code of Practice”).
3. The Code of Practice provides as follows:

5.4 Except where otherwise provided for in the Code, all end-users of PRS that are accessed and/or charged by a premium rate number must be notified of the applicable charges on connection and as soon as they have incurred €30 on a call, be required to actively confirm that they wish to continue the call. The call must be terminated after the end-user has incurred €60 on a call.*

5.43 If a Live Service is an Entertainment Service, then all live calls to that Service must be recorded in their entirety.

5.44 PRS Providers of Live Services must ensure that, immediately on connection, end-users receive a brief introductory message lasting no longer than 45 seconds, spoken in a clearly audible and discernible manner, setting out:

(a) clear details of call costs,

(b) the name of the PRS Provider providing the Live Service,

(c) that, where applicable, all live calls to the service are recorded,

(d) that, where applicable, callers must be over the age of 18 to use the service,

(e) that callers should either be the bill-payer or have the bill-payer’s permission, and

(f) that call details may appear on the telephone bill.

5.49 For the purpose of the Code, Psychic, Tarot, Horoscope or other similar PRS are deemed to be Entertainment Services. All promotional material and invitations to purchase for such PRS must clearly indicate that they are classified as Entertainment Services. End-users, on accessing such PRS, must be informed that they are Entertainment Services.

4. The Licensing Regulations provide as follows:

9. Information Gathering

(1) Premium rate service providers who have been issued a Class A, Class B, or Class D Licence by the Commission shall, upon request by the Commission, provide to the Commission any or all of the following information in a legible format, in respect of each specified premium rate service provided by it:

[...]

(i) the number of calls made by and/or to any particular end user in connection with the premium rate service and the date, time, delivery status, nature and content of each such call and where such calls were charged by reference to their duration, the duration of each such call;

[...]

(k) where live calls are required to be recorded under the Code, the audio content of each live call made in connection with the premium rate service;

(2) Premium rate service providers who have been issued a Class A, Class B, or Class D Licence shall:

(a) save in the case of any records containing any of the information identified in sub-paragraph (1)(r), maintain each record containing any of the information identified in paragraph(1), for whichever is the longer of the following:

(i) a period of at least six months from the date the record was created; or

(ii) in the case of any record containing any information connected to the provision of any premium rate service to a particular end user, a period of at least six months from the date that particular end user last received or (as appropriate) unsubscribed from that premium rate service,

provided that nothing in this subparagraph (a) shall operate so as to impose any obligation on any Licence holder to maintain any record falling within this subparagraph for any longer than twelve months from the date the relevant record was created; and

(b) maintain each record containing any of the information identified in subparagraph (1)(r) relating to a particular end user, for a period of at least six months from the date that particular end user unsubscribed from the relevant subscription service.

5. The notification related to a failure by VOXALO to comply with the Code of Practice and the Licensing Regulations, specifically that in respect of its TarotServ PRS, VOXALO:

- i. did not require the consumer to actively confirm that they wished to continue the call when they incurred €30 on the call.
 - ii. did not record the live calls made by customers.
 - iii. upon connection, did not advise that the call is for entertainment purposes and it will be recorded; the introductory message did not provide the name of the service provider.
 - iv. failed to provide, upon request by ComReg, records of customer calls.
 - v. failed to comply with the requirement to maintain records, specifically call recordings, for a period of 6 months.
6. VOXALO did not provide a response to the Notification.
7. ComReg remains of the view, expressed in the Notification, that VOXALO was not compliant with the requirements of Regulation 7(1) of the Licensing Regulations, specifically the requirement to comply with the Code of Practice and the Licensing Regulations, and was consequently in breach of the condition of its PRS licence(s).
8. However, in consideration of the lack of response from VOXALO and that VOXALO is no longer licensed to provide a PRS in Ireland, ComReg confirms that the investigation into VOXALO's non-compliance has been closed on that basis.
9. ComReg will continue to monitor compliance by PRS providers with their obligations, including their obligations under the Code of Practice and the Licensing Regulations, and, where necessary, will investigate any matters arising.