



Marketing and Sign Up Code of Conduct

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Smarter Living

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Ireland

Electric Ireland Marketing and Sign Up Code of Conduct for all customers

Electric Ireland aims to adopt practices which allow our customers to have confidence in the marketing of energy supply and associated services.

We are committed to working to best practice with respect to the marketing and sign up of our products and services.

We aim to make sure that our marketing and promotional material is accurate and specifies the product being marketed; specifically, that:

- ▶ All marketing information on our products and services, regardless of the channel of marketing, is accurate and easily understood.
- ▶ Where price comparisons are used, all relevant charges are included. The basis of any claimed savings is clearly stated.
- ▶ Our material provides information on time limits applying to any promotion; or any changes in conditions which may occur once the period of the promotion expires; and/or any additional terms, conditions or charges which may be associated with the promotion.
- ▶ We aim to make sure that our employees and agents do not misrepresent the firm or portray rival suppliers in a negative way.
- ▶ We train all relevant staff and contractors regarding this Code of Conduct as well as regular sales training regarding all products and services. We ensure that our sales agents do not provide misleading information or apply undue pressure in order to gain a customer. We have an ongoing quality assurance programme to proactively assess individual sales agents.

We provide a method for current customers to opt out of future direct marketing promotions:

- ▶ Where a customer has indicated to us that they do not wish to be contacted for this purpose, we flag that customer's preference on our customer database within 28 days of the request. After this time, this customer is not contacted again for direct marketing purposes, unless the customer gives consent.
- ▶ Where a customer requests written confirmation that their 'opt out' preference has been recorded, this is provided within 40 days of receipt of request.
- ▶ Where we engage an external agency to conduct direct marketing on our behalf, any request by a customer to be removed from the contact list is forwarded to that company.
- ▶ We show compliance with the above by maintaining an indicator on our customer database that the customer is not to be contacted in relation to direct marketing promotions.

We respect a customer's right to privacy and use personal information only for purposes consistent with this Code.

Practice for marketing and sign up at a customer's premises

We make marketing and sales calls to customers only at the following times - between 9am and 9pm on weekdays and from 9am to 7pm on Saturdays. We do not call outside of these hours, or on Christmas Eve, any Public or Bank Holiday, or on Sundays, unless specifically requested by the customer.

As soon as our representative makes contact with the customer, he/she produces an identity card showing his/her full name and photograph and Electric Ireland's name, business address and contact number. At all times after that, the card will be shown as requested by the customer.

Our representative advises the customer of the purpose of the visit. If, at any time, the customer does not wish to proceed, we leave the premises immediately and upon

request, advise the customer of how to be removed from the contact list.

We confirm that the person opening the account has authority to do so and clearly explain to the customer the products available, discounts and charges associated with chosen products and length of contract where applicable.

The agent will also provide the general terms and condition at the point of sale as well as information about billing, payment methods and any budgeting options available. The agent will advise the customer that their specific price plan details will be sent to them by post or email.

Our sales agents at customer premises provide the customer with a copy of our doorstep checklist which is completed and signed by the customer.

If for any reason the customer decides to cancel their switch they can do so with no cost to the customer.



Practice for marketing by email

Where we engage in marketing via email to current customers, we provide:

- ▶ Our name and address.
- ▶ Our email address or other means of electronic contact.
- ▶ Our contact number.
- ▶ An easy method of unsubscribing/removal of your email address or mobile phone number from future messages.

Where the customer chooses to 'opt out' of future marketing, we do not contact the customer for the purpose of marketing again, unless requested to do so by the customer or unless the customer otherwise agrees.

Where we engage in marketing to potential customers for email, we obtain the 'opt in' of the customer prior to contacting them.

Practice for marketing by SMS

Where we engage in marketing via SMS to current customers, we provide:

- ▶ Our name.
- ▶ A free and easy method of unsubscribing/removal of mobile phone numbers from future messages.

Where the customer chooses to 'opt out' of future marketing, we do not contact the customer for the purpose of marketing again, unless requested to do so by the customer or unless the customer otherwise agrees.

Where we engage in marketing to potential customers for SMS, we obtain the 'opt in' of the customer prior to contacting them.

Practice for marketing by telephone

We make calls to customers only at the following times: between 9am and 8pm on

weekdays and from 9am to 7pm on Saturdays. We do not call outside of these hours, or on Christmas Eve, any Public or Bank Holiday, or on Sundays, unless specifically requested by the customer.

As soon as possible on making contact, our representative clearly identifies his/her name and contact number, and makes the customer aware that the call is being made on behalf of Electric Ireland.

Our representative advises the customer of the purpose of the call. If, at any time during a telephone conversation, the customer does not wish to continue, then we cease the call immediately and advise the customer of how to be removed from the contact list.

We confirm that the person opening the account as authority to do so and clearly explain to the customer the products available, discounts and charges associated with chosen products and length of contract where applicable.

The agent will also provide the general terms and condition at the point of sale as well as information about billing, payment methods and any budgeting options available.

Our sales agents will advise the customer of the key terms and conditions and inform them that their full terms and conditions and specific price plan details will be sent to them by post or email.

If for any reason the customer decides to cancel their switch they can do so with no cost to the customer.





Our guarantee

If we fail to meet any of the commitments outlined in this Code, then customers will be entitled to compensation under the terms of our Customer Charter.

Copies of our Customer Charter and other Codes can be obtained in the following ways:

By phone: 1850 372 372 (8am – 8pm Monday to Saturday)

By post: Electric Ireland,
PO Box 841, South City Delivery Office, Togher, Cork.

By email: service@electricireland.ie

Online: www.electricireland.ie/customercharter

This Code has been approved by the Commission for Energy Regulation (CER).
CER's Energy Customer Care Team can be contacted by phone at 1890 404 404
or by visiting www.customercare@cer.ie