

# Telstra InfoCall Advertising Audit Standards

**Rev 2.0**

**1 April 2017**

# Telstra InfoCall Advertising Audit Standards

## Version History

Revision	Effective Date	Details
1.0	1 July 2012	InfoCall advertising audit standards were introduced based on the TISSC Code of Practice for InfoCall 190 Services (May 2012).
1.1	4 February 2013	Audit standards regarding disclosure of higher rates for mobile phones and payphones in print advertisements were added.
1.2	2 December 2013	Some actions required were amended.
1.3	8 August 2014	Audit standards regarding the legibility of required key disclosures were added.
1.4	5 September 2016	The severity of infringements indicative of consumer risk was increased, including <ul style="list-style-type: none"><li>▪ Prohibited or unauthorised products or services;</li><li>▪ Misleading or deceptive advertising or opt-in processes; and</li><li>▪ Inadequate or missing pricing information.</li></ul>
2.0	1 April 2017	The audit standards document was revised to include a cover page and version history, and the style was updated. No audit standards were changed from the previous revision.

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

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Programme		
Infringements	Severity	Actions Required
Unauthorised adult services* <a href="#">B.1.3.1</a>	0	Discontinue offer immediately
Offer confusing, misleading, or deceptive with respect to target audience <a href="#">B.1.2</a> ; <a href="#">E.4</a>	0	Clarify offer's principal elements in language target audience likely will understand
Failure to disclose professional qualifications [advertisements containing professional information or advice] <a href="#">E.14</a>	1	Disclose professional's identity and qualifications; identity of association, authority, or government department providing or endorsing information; or both
Offer or elements of offer expired [e.g., competitions, voting services] <a href="#">B.1.2</a> ; <a href="#">E.17</a>	3	Remove outdated material

\*Subject to immediate escalation to Telstra.

Pricing		
Infringements	Severity	Actions Required
No pricing <a href="#">E.6.1</a>	0	Display pricing within three line breaks of call-to-action or 190 number, directly above, below, or to either side, with no intervening text or graphics
Pricing illegible <a href="#">E.6.1</a>	0	Increase point size, alter colour scheme to improve contrast, or both
Unclear pricing <a href="#">E.6.1</a> ; <a href="#">E.6.2</a>	0	Display cost of call in \$X.XX or \$X format
Pricing displayed within insufficient proximity to call-to-action or 190 number <a href="#">E.9</a>	1	Display pricing within three line breaks of call-to-action or 190 number, directly above, below, or to either side, with no intervening text or graphics
Pricing displayed within insufficient proximity to 190 number, when multiple 190 numbers displayed <sup>^</sup> <a href="#">E.10</a>	1	Display pricing within three line breaks of call-to-action or 190 number, directly above, below, or to either side, with no intervening text or graphics
Pricing displayed at improper attitude <a href="#">E.9</a>	1	Display pricing in same orientation and direction as 190 number
Pricing display time too brief [TV] <a href="#">E.11</a>	2	Display pricing for at least 10 uninterrupted seconds or for as long as 190 number is displayed, whichever is longer

<sup>^</sup>In advertisements where multiple 190 numbers are listed, a single reference to pricing may be displayed within sufficient proximity to any of the 190 numbers, as long as the price point applies to all advertised services and is displayed on the same page as all 190 numbers. If advertising exceeds one page, pricing must be displayed on all subsequent pages.

Charge Period		
Infringements	Severity	Actions Required
No charge period <a href="#">E.6.1</a> ; <a href="#">E.6.2</a>	1	Display charge period as either call cost per minute or call fixed cost (i.e., "\$ per minute," "\$/min," or "\$ fixed cost access, variable cost options")
Charge period illegible <a href="#">E.6.1</a> ; <a href="#">E.6.2</a>	1	Increase point size, alter colour scheme to improve contrast, or both
Unclear charge period <a href="#">E.6.1</a> ; <a href="#">E.6.2</a>	2	Display charge period accurately, consistently, among main body of ad, call-to-action, and summary T&Cs (i.e., "\$ per minute," "\$/min," or "\$ fixed cost access, variable cost options")

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T&Cs		
Infringements	Severity	Actions Required
No service provider or content provider name+ [excluding newspaper non-display classifieds] <a href="#">A.4.4</a> ; <a href="#">E.19</a> ; <a href="#">E.20</a>	1	Display service provider or content provider name as listed in print telephone directory, online directory, or directory assistance telephone service
Service provider or content provider name illegible [ <a href="#">A.4.4</a> ; <a href="#">E.19</a> ; <a href="#">E.20</a> ]	1	Increase point size, alter colour scheme to improve contrast, or both
Failure to preface abbreviated service provider or content provider name with "provided by" <a href="#">A.4.4</a> ; <a href="#">E.19</a> ; <a href="#">E.20</a>	1	Preface abbreviated service provider or content provider name with "provided by"
Service provider or content provider name displayed at improper attitude <a href="#">E.20</a>	1	Display service provider or content provider name in same orientation and direction as advertisement text
No disclosure that higher rate applies from mobile phone, payphone, or both <a href="#">E.8.1</a> ; <a href="#">E.8.2</a>	1	Advise higher rate applies to calls from mobile phone, payphone, or both (i.e., "higher rate for calls from mobile phones and payphones")
No disclosure that higher rate applies from mobile phone, payphone, or both [print only] <a href="#">E.8.1</a> ; <a href="#">E.8.2</a>	1	Advise higher rate applies to calls from mobile phone, payphone, or both (i.e., "pay/mob extra")
Disclosure that higher rate applies from mobile phone, payphone, or both illegible <a href="#">E.8.1</a> ; <a href="#">E.8.2</a>	1	Increase point size, alter colour scheme to improve contrast, or both
Unclear disclosure that higher rate applies from mobile phone, payphone, or both <a href="#">E.8.1</a>	2	Display statement as "higher rate for calls from payphones and mobile phones"
Unclear disclosure that higher rate applies from mobile phone, payphone, or both [print only] <a href="#">E.8.1</a>	2	Display disclosure as "pay/mob extra"
No disclosure that compatible handsets are required to access video service <a href="#">E.22</a>	2	Disclose that compatible handsets are required to access video service (i.e., "Mob. Vid. Req.")
No account holder authorisation disclosure [under age 14] <a href="#">E.13</a>	2	Disclose clearly that customers under age 14 must have account holder's permission (i.e., "If you're under 14, you must ask your parents before calling this service.")
No account holder authorisation disclosure [under age 18; fund raising services] <a href="#">E.13</a>	2	Disclose clearly that customers under age 18 must have account holder's permission
No end date <a href="#">E.17</a>	3	Display competition end date clearly in advertisement, TV voiceover, or both

+Service providers and content providers may use a recognisable abbreviation, as long as it is prefaced with "provided by."

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