



Marketing and Advertising Code of Practice

electric
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Electric Ireland Marketing and Advertising Code of Practice

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 complete, accurate, transparent and specifies the product or offer being marketed and the period it covers; specifically, that:

- All marketing information on our products and services, regardless of the channel of marketing, is not misleading and are appropriate to the customer to whom it is directed.
- All relevant marketing content will be communicated in plain accessible language, format and presentation.
- Where price comparisons are used, all relevant charges are included. The basis of any claimed savings is clearly stated. All tariffs and charges are easily identifiable and accessible on the homepage of our website.
- 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, exploit a person's inexperience or vulnerability or apply undue pressure when marketing to 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 and we are committed to protecting customers against unwanted, unfair or misleading marketing and advertising methods:

- 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.

We will provide customers with details regarding the cooling off period that applies: When the cooling off period starts, the time limit, the conditions and the procedures for exercising the right to cancel a contract with us before the contract is concluded.

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 9:00 am and 9:00 pm on weekdays and from 9:00 am to 7:00 pm 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.

When signing up a customer at a customer's premises, our agents will leave a Cancellation Form with the customer, together with the Doorstep Checklist.

We will ascertain whether the customer is eligible to register as a Vulnerable Customer and if so, the steps they have to take to register.

If for any reason a residential customer decides to cancel their switch after the 30 day cooling off period, a termination fee of €50 per fuel will apply. This does not apply to customers who have completed their fixed term contract.



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: 9:00 am and 9:00 pm on weekdays and from 9:00 am to 7:00 pm 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 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 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 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 a residential customer decides to cancel their switch after the 14 day cooling off period, a termination fee of €50 per fuel will apply. This does not apply to customers who have completed their fixed term contract.

A man with glasses and a beard, wearing a light blue shirt, and a woman with long brown hair, wearing a brown knitted sweater, are looking down at a device together. They are in an office setting with a glass partition in the background.

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 Residential Customer Charter and Non-household Customer Charter.

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

Residential Phone: 1800 372 372 (Monday to Friday, 8:00 am to 6:00 pm)*

Business Phone: 1800 372 787 (Monday to Friday, 9:00 am to 5:30 pm)*

Residential Email: service@electricireland.ie

Business Email: business@electricireland.ie

Residential Online: electricireland.ie/residential/about-us/customer-service-guarantees

Business Online: electricireland.ie/business/about-us/customer-service-guarantees

Web chat: Monday to Friday, 8:00 am to 6:00 pm

Social Media: Monday to Friday, 9:00 am to 6:00 pm

*Freephone, excluding bank holidays

This Code has been approved by the Commission for Regulation of Utilities (CRU).
CRU's Energy Customer Care Team can be contacted by phone at 1800 404 404
or by visiting www.cru.ie/contact-us