

Energia Code of Conduct for Marketing



Our code of conduct aims to ensure high standards are maintained in the marketing of electricity to customers.

1.0 Contact with Customers

1.1 Site Visits

Energia marketing representatives calling to customer's premises will only call during reasonable business hours. Immediately upon arriving the representative will:

- Produce an identity card that shows his or her full name and photograph and the name, business address and contact number of the supplier
- Advise the customer of the purpose of the visit.

If the customer does not wish to proceed the representative must leave immediately and remove the customer from the contact list where requested.

1.2 Telephone Procedures

Energia marketing representatives contacting new or prospective customers will only call during reasonable business hours and must state at the earliest opportunity:

- His or her name and contact number
- That the call is being made on behalf of Energia
- The purpose of the telephone call
- On request provide the name of the field or telesales agency that they are employed by

If told by the customer at any time that they do not wish to continue with the telephone call, our representatives will cease the call immediately and remove the customers name from our list where requested.

1.3 Personal Contact In a Public Place

Energia marketing representatives who make contact with a current or potential customer at any location must produce at the earliest opportunity an identity card that shows:

- The full name of the marketing representative/agent
- A photograph of the marketing representative/agent
- That they are working on behalf of Energia
- Energia's telephone number for verification, enquiries and complaints

1.3a No contact lists

Energia will keep records of consumers who have requested that they do not want to be contacted for marketing purpose and at the request of the customer provide written confirmation that the customer has been placed on the No Contact list.

Energia Code of Conduct for Marketing

2.0 Information

2.1 Marketing Materials

Energia will ensure that all marketing materials are:

- Not making false or unreasonable representations
- Ensure that all relevant facts are provided and not exaggerated
- Ensure that all price comparisons are clear, factually correct and easily understood and that they do not omit important information that should be disclosed

2.2 Energia Website

We will ensure that all information on our website is accurate and easily understood.

2.3 Emails

When Energia engages in marketing via email we will provide the following information to customers:

- Energia's name, address and contact telephone number
- A transparent method of removing their email address from future emails at no cost

2.4 Privacy Policy

Energia will at all times respect customers right to privacy. We will only use customer's personal information for purposes authorised by the customer. Energia will remove customers from contact lists within 7 days when requested to do so.

3.0 Marketing Representatives and Agents

3.1 Training

Energia shall take all reasonable steps to ensure that our marketing representatives and agents understand and comply with this code. Energia shall provide initial and ongoing training and testing of agents to maintain their understanding and compliance.

3.2 Product knowledge

Testing and training shall include:

- Product knowledge including tariffs, billing procedures, payment options
- The ability to understand and clearly explain all offers and price comparisons

A member of the Viridian Group

For further details: Tel. 1850 363 744 or visit www.energia.ie