Code of Practice for Marketing & Advertising

for Business Customers (ROI)

energia

Code of Practice for Marketing and Advertising

Marketing

We will not misrepresent our company or our competitors. We will:

- Provide accurate, fair and transparent representations of both our own, and our competitors', products, services and all related charges.
- Ensure our marketing is fair in terms of content and format of presentation.
- Ensure our marketing material is easy for you to understand and clearly specifies the product/ offer being marketed and the period it covers.
- Make comparisons on a like for like basis, with the data source and date clearly presented.
- If we are offering discounts or claiming savings based on our own standard unit tariff or a competitor's tariff, we will ensure that the savings amount advertised is achievable for you.
- We will make you aware if our fixed rate tariff contains components which are subject to change.
- Provide you with a method to 'opt out' of future marketing activities, add you to our 'no contact' database and provide confirmation if requested.
- Make you aware of all offer terms and conditions and the offer duration when advertising special promotions or offers.
- Provide you with details on any additional terms, conditions or charges which may be associated with a promotion in advance of you signing up for it.
- Notify you in writing of any changes to your contract in advance of their coming into effect in no less than 30 and no more than 60 days before the end of a promotional contract.
- Display a list of terms and conditions on our website when offering promotional or introductory incentives or discounts.
- Present all of our tariffs in a clear and transparent manner that conforms to current Commission for Regulation of Utilities (CRU) Energy Supplier obligations.
- Notify you, if we are aware, that we are comparing our tariffs to tariffs that are due to change within the next three months.

Email & SMS Marketing

We may send out marketing messages occasionally by email or SMS. We will clearly state the company name on all messages and provide a reply email address or phone number. We will provide a clear option to unsubscribe to future marketing messages free of charge and if you choose to opt out, we will not contact you again by this method without your consent. We will provide written confirmation that customer details have been removed from the marketing database if requested by the customer.