

Code of Practice for Marketing and Advertising

Business Customers (ROI)

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.
- Make comparisons on a like for like basis, with the data source and date clearly presented.
- 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.
- 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.

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.