

Premium Service Barring

Premium Services are information and entertainment services and are usually advertised on television, on the internet, in magazines or newspapers and on scratch cards. Usually, to subscribe to a Premium Service you will be required to 'Opt-in' in response to an advertisement. An Opt-in is typically initiated in three different ways:

1. SMS – you respond to a product offer received on your mobile phone or seen in an advertisement by texting a keyword to a designated 6-8 digit number starting with '19'.
2. Online – your mobile number is entered in an online advertisement.
3. IVR – you respond to a voice prompt in an automated recorded message received on your mobile.

Often, a Premium Service is an SMS Subscription Service, which may mean that once you Opt-in you will receive a subscribe confirmation message. This means that you have then subscribed to the Premium Service and may be subject to continual charges or fees.

Examples of Premium Messaging Services include:

- Psychic lines;
- Weather services;
- Voting lines for TV shows or competitions;
- Dating and chat services;
- Ringtones or other content;
- Adult services;
- Exam result hotlines and other corporate applications

Proprietary network services such as Optus Zoo also offer access to Premium Data Services. Examples of such Premium Services include:

- Purchasing ringtones;
- Buying music tracks;
- Watching live TV;
- Downloading mobile games
- News, sport and weather information
- Stock and indices quotes

Mobile service customers may request barring for all premium SMS and MMS services at no charge, by calling **132 777**. It can take up to one business day for a barring request to be actioned. Once barring has been activated you will not be charged for premium SMS and MMS services. The continued use of any other service on your mobile handset will remain unaffected.

If you wish to make a complaint about the supply of a premium SMS or MMS service, please call Customer Service. If your complaint is unable to be resolved by Customer Service, the Telecommunications Industry Ombudsman may be able to assist you.