

# Premium Services Information

Premium SMS is used as a billing mechanism for the purchase of mobile content and for other goods and services (usually mobile-related). The content/service is provided by a third-party content provider. You can recognize a Premium SMS as beginning with '19', and 6-8 digits long.

## Our Policy

We do not support premium service features and have completely barred them. However, the below is included as per our Terms & Conditions and is intended to be used as a guide only.

## Some examples of Premium SMS are:

- Transport (Tram/Train) Updates and Alerts
- Reverse Charge phone calls (i.e., 1800MUMDAD)
- Text & Win competitions
- TV reality or competition (i.e., The Today show SMS voting/entries)
- Weather alerts
- Charity donations
- Mobile ringtones
- Mobile wallpaper
- Games capable of being played on mobile telephones and other downloads
- Chat services

## 19 SMS Website

[www.19sms.com.au](http://www.19sms.com.au) provides a comprehensive consumer guide to Mobile Premium Services (MPS) including an explanation of what Mobile Premium Services are; how to access them; how to STOP them; useful links and a terminology guide; and the 19 Service Finder – a search tool that allows consumers to enter the short code of a service and find detailed information, including the name of the provider, an overview of the specific campaign, billing charges and a Helpline phone number.

## How Do I Subscribe?

Before subscribing to a 19 SMS Service, it is crucial that you confirm the following details BEFORE you agree to opt-in.

- Check what it is that you are purchasing. Is it a subscription or a once off transaction? (Note: Most 19 SMS Services are subscription services)
- Check that the cost is clearly displayed in the advertisement
- Check the frequency of billing
- Check that a Customer Helpline is clearly indicated
- Check that a means of unsubscribing (opting out) is clearly indicated.

It is important that you do not delete any messages received from the premium service provider once you have subscribed. The detail contained in these messages will assist you should you have any subsequent queries.

## **How Do I Get Help?**

Should you have issues with your service, or are having trouble unsubscribing, then you should call the provider of the services using the Helpline number provided in the subscription confirmation message and /or on your bill, quoting your mobile number and the 19 number of that service. Remember, if you have received content from more than one 19 short code, you may need to call more than one customer care number.

If you cannot locate the Helpline details, the provider's details can be accessed via the 19 Service Finder provided in this document.

If your query or request for help has not been addressed, then please call the Telecommunications Industry Ombudsman (TIO).

## **Dealing with a Scam**

Unfortunately, there are also scams which may trick you into sending an SMS to a 19 number in the expectation that you will be buying a bona fide 19 SMS service. A scam can be identified by the fact that you were never asked to confirm your intention to subscribe to the service.

If you feel that you may have fallen victim to a scam, please report it to the Australian Competition and Consumer Commission (ACCC) [www.accc.gov.au](http://www.accc.gov.au).

More information about scams is available at [www.scamwatch.gov.au](http://www.scamwatch.gov.au).