

Title:

Ms

Forename:

Catherine

Surname:

Isbell

Representing:

Self

Organisation (if applicable):

Email:

[REDACTED]

What do you want Ofcom to keep confidential?:

Keep nothing confidential

If you want part of your response kept confidential, which parts?:

Keep email address confidential other than Ofcom use

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Ofcom should only publish this response after the consultation has ended:

You may publish my response on receipt

Question 1: Do you consider there are other options to tackle mis-selling in the mobile market we have not identified in our review?:

Have ALL call charges provided in writing to the customer before they sign contract so the incorrect information given as routine by their sales staff can be checked.

Question 2: Do you agree with our preferred option to tackle mis-selling? If not, please explain your preferred approach and reasons.:

It's a start.

Question 3: Do you consider there are other options to tackle issues with onerous/misleading cashback terms and conditions we have not identified in our review?:

no

Question 4: Do you agree with our preferred option to tackle onerous/misleading cashback terms and conditions? If not, please explain your preferred approach and reasons.:

yes

Question 5: Do you consider there are other options to tackle issues with retailer insolvency we have not identified in our review?:

the mobile phone companies should bear responsibility

Question 6: Do respondents agree with Ofcom's analytical framework for defining geographic markets in the UK (excluding the Hull area) and the conclusions reached?:

Question 7: Do you agree with our preferred option to tackle retailer insolvency? If not, please explain your preferred approach and reasons.:

Question 8: We would like to have your views on the proposals set out in Section 9:

- **Could you give an indication of the costs of keeping records for an additional 6 months?**
- **Do you think a confirmation letter would help in tackling mis-selling and cashback issues?**
- **What kind of information do you think such a letter should contain for it to be effective?**
- **For retailers selling services via telesales could you give us an indication of costs and time to implement this proposal?**
- **Could you give an indication of costs and the feasibility of the due diligence requirements, including the requirement where we propose all current independent retailers to be checked within 12 months from the GC coming into force?**

- **Could you give us your views on the proposed transition period of 2 months to implement the provisions of the GC?**

: