TalkTalk Website audit
Broadband speeds information

The Broadband Speeds Code of Practice requires that providers make specific information available during the sales process and on the website more generally. Some further information is required if available or if requested by the customer. The following table explains which information was tested and whether this is mandatory:

Location	Information	Question	Notes
During online sales process	Estimated speed range displayed prominently	2.5	Mandatory (unless range is very narrow, in which case a midpoint may be used)
	Estimated midpoint speed	2.4	Optional
	Minimum guaranteed speed	2.6	Optional unless requested, mandatory when requested
	Throughput speed	2.7	Only to be provided where available, which is uncommon
	Explanation that speeds given are estimates	2.12	Mandatory
	Information about what can affect the speed of a broadband service, including traffic management and fair usage policy where applicable (see below)	2.13, 2.14, 2.21	Mandatory
	Information about the Broadband Speeds Code of Practice	2.15	Optional; mandatory only in post-sale information
	Customer should contact the ISP if their speed falls below the minimum guaranteed	2.17	Mandatory
	What would happen if speeds were below the minimum guaranteed	2.16, 2.18a	Optional unless requested, mandatory when requested
On website	Speed checker	2.0, 2.1	Mandatory
	Fair Usage Policy in a way that is clear and comprehensible	2.18	Mandatory where applicable
	Explanation of how customers can check and maximise their speeds	2.20	Mandatory (not directly tested)
	Traffic Management/Shaping Policy in a way that is clear and comprehensible	3.1	Mandatory where applicable

Section1: General
1.0: Date of website assessment: 17/11/2016
1.1: Time started website assessment: 13.51
1.2: Time finished website assessment: 16:00
1.3: How did you find the majority of the information: A mixture of customer experience clicking through and searching
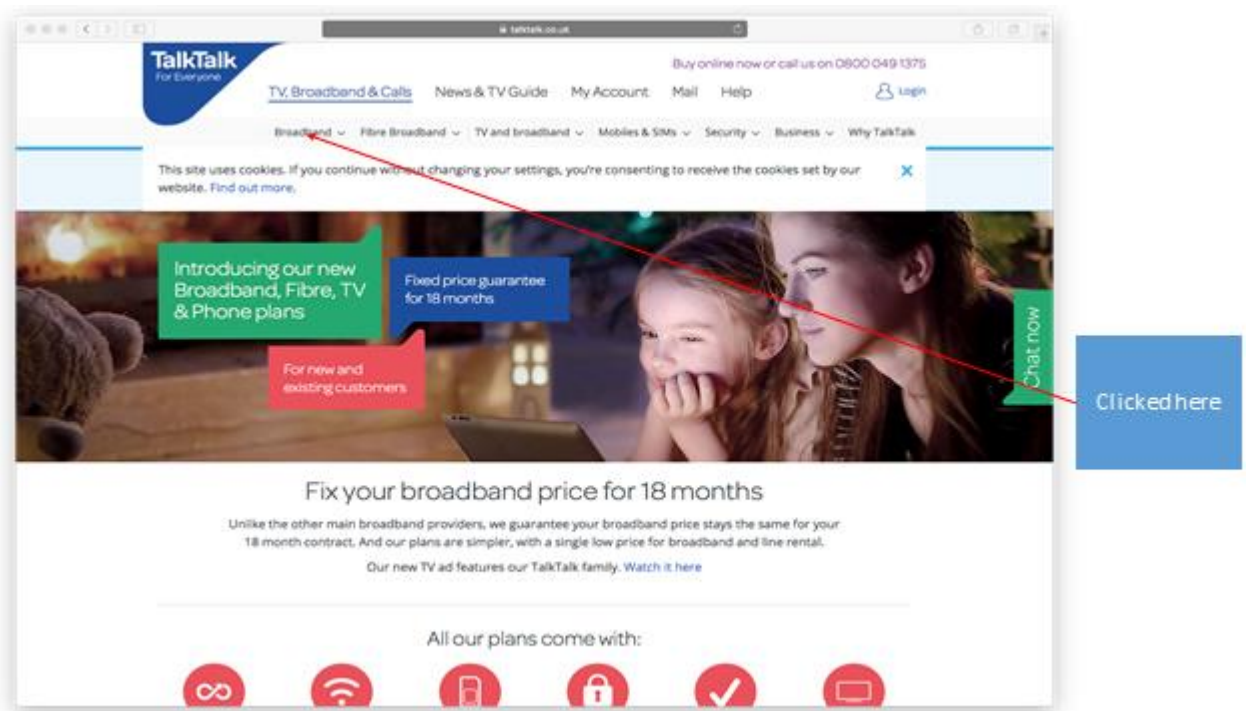
Section 2: Audit information
2.0 Was there a broadband speed checker facility? Yes

2.1 Where was the broadband speed checker found?
https://www.talktalk.co.uk/shop/availability

The speed checker was found by linking to 'broadband' and then 'get started'.

The speed checker works differently to most of the other ISPs in that there is differentiated speed information given for the fibre packages based on the headline speed limit. So there were 3 different speeds on the page rather than 2 – standard and fibre.

Clicked here

TalkTalk
For Everyone

Great, you're good to go

Useful information

Phone line information An engineer visit isn't needed	⌄
Estimated go-live date 01 December 2016	⌄

Your estimated broadband speed

What's this? ⌄

Minimum guaranteed line speed:

3.7Mb

Download speed range:

5.4Mb – 12.8Mb

We use conservative estimates to calculate your estimated speed. Typically, one in five lines can achieve a higher speed than the top speed of the download range shown.

Upgrade to Faster Fibre Broadband

Choose your Fibre speed below.

Your basket 👑

Your broadband	£22.95

Price fixed for 18 month contract

Fast Broadband

Your flexible boosts	FREE

All offers valid for 18 months

SuperSafe	FREE

Monthly total: **£22.95**

One off costs

Added to your first bill

Setup Fee	~~£50~~ FREE

Chat now

Upgrade to Faster Fibre Broadband

Choose your Fibre speed below.

Fast Broadband up to 17Mb	Faster Fibre up to 38Mb	Faster Fibre up to 76Mb
£22.95 a month +FREE set-up	£27 a month +£25 set-up	£32 a month +£25 set-up

What is the right speed for me? ⌄

Add TalkTalk TV to your package

Great TV with no lengthy contract, choose your TV Box below.

What is the right TV box for me? ⌄

TV Box	TV Plus Box & Entertainment **OFFER**
£25 TV box cost	~~£12~~ £6 a month + £25 TV box cost

Next

FAQs

Your basket 👑

Your broadband	£22.95

Price fixed for 18 month contract

Fast Broadband

Your flexible boosts	FREE

All offers valid for 18 months

SuperSafe	FREE

Monthly total: **£22.95**

One off costs

Added to your first bill

Setup Fee	~~£50~~ FREE

Chat now
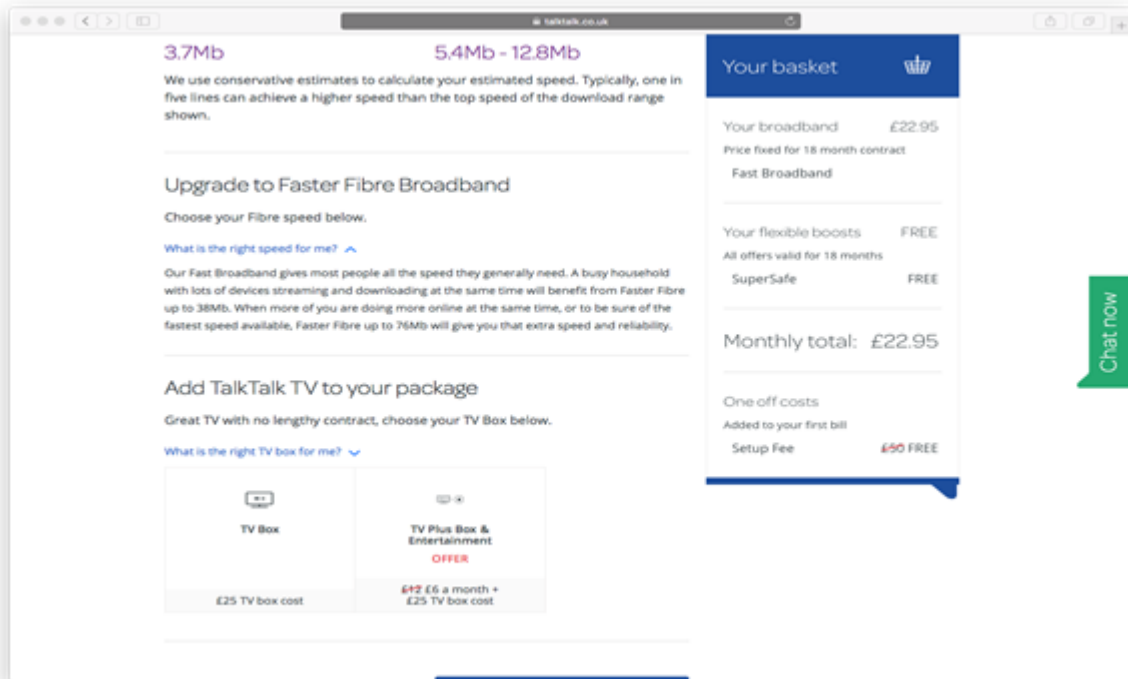
2.4 Estimated mid-point ADSL line speed provided? NO

2.5: Range of estimated ADSL speed provided? YES 5.4-12.5Mb

2.6 Minimum guaranteed speed provided ADSL? YES 3.7Mb

2.7 Throughput speed provided ADSL? NO

2.4b Estimated mid-point VDSL line speed provided? NO

2.5b: Range of estimated VDSL speed provided? YES 39-40Mb/ 64-80Mb

2.6b Minimum guaranteed speed provided? 30Mb/ 44Mb

2.7 Throughput speed provided VDSL? NO

2.11 If fibre optic broadband/ cable was 'coming soon' at your address, what information was provided about this?
N/A as service available

2.12 Did the text in/ around the line checker indicate that the speeds given were an estimate? YES
The heading is 'estimated broadband speed'
There is also a dropdown box with more information about the speeds that are provided.
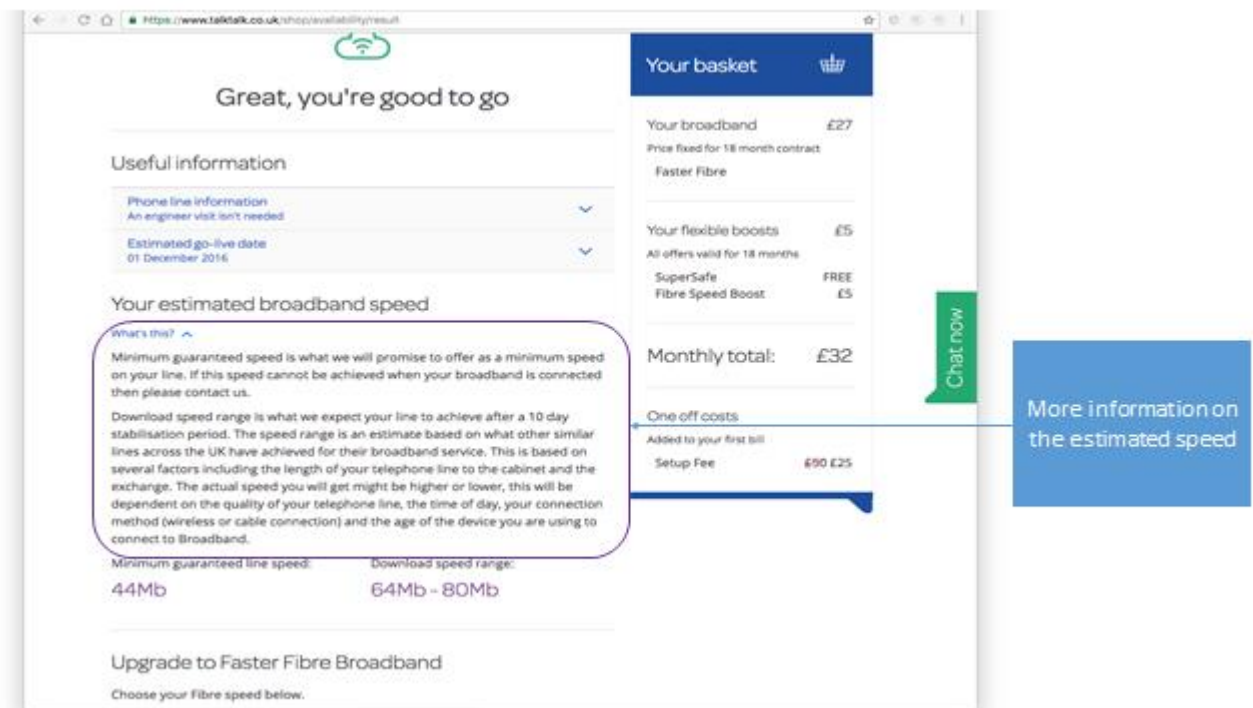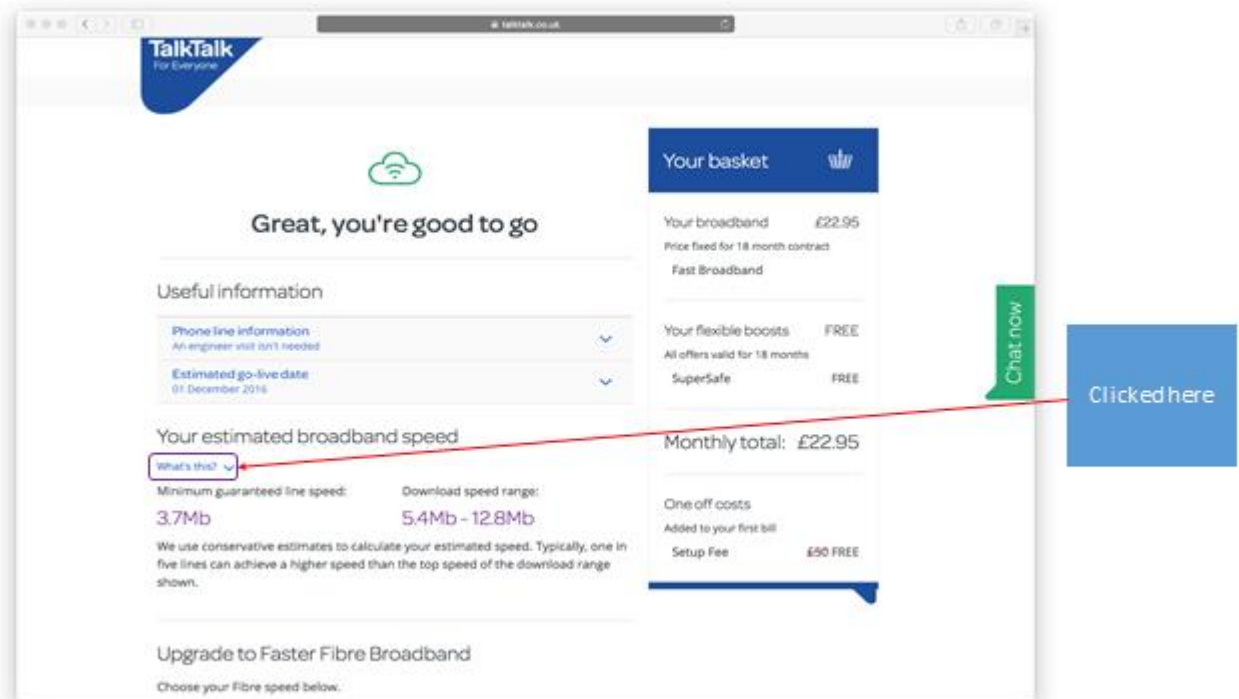
2.13. Was there any information about what can affect the speed of your broadband connection within the broadband speed checking facility?
YES on the dropdown box next to the speed.   See 2.12

The speed range is an estimate based on what other similar lines across the UK have achieved for their broadband service. This is based on several factors including the length of your telephone line to the cabinet and the exchange. The actual speed you will get might be higher or lower, this will be dependent on the quality of your telephone line, the time of day, your connection method (wireless or cable connection) and the age of the device you are using to connect to Broadband.

2.14 Please select what was mentioned <mark>IN THE SPEED CHECKER FACILITY</mark>

a.	Distance from telephone exchange YES
b.	The wiring quality e.g. fibre optic/copper wire explanation NO
c.	How busy the network is/the number of people online at any one time NO
d.	The network capacity of the broadband provider NO
e.	The time of day/day of week NO
f.	Quality of the phone line YES
g.	Their traffic management policy NO
h.	Their fair usage policy and any specific limits NO
i.	Interference from electrics/devices at home – e.g. the layout of house, number of devices using electricity, number devices using wireless connections NO
j.	Other (please specify) YES connection method, age of device using to connect

2.15 Any other relevant information found?
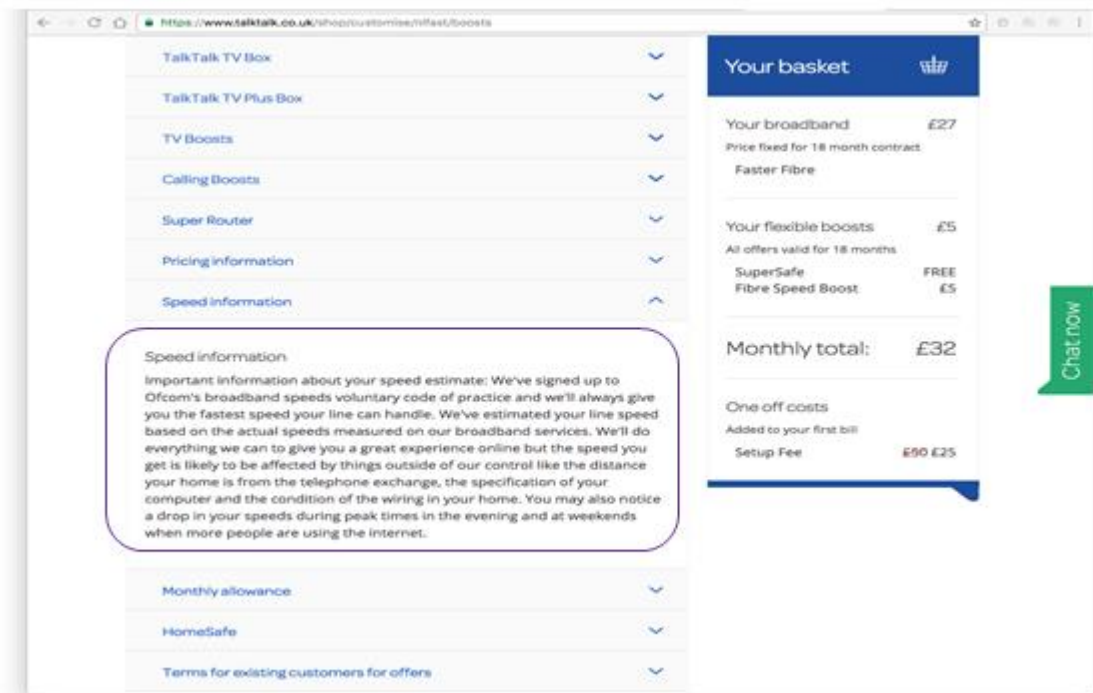
FAQ: How much can I download?
As much as you like. Our broadband plans give you unlimited downloads for music, films and TV.

'Small print'
Speed information mentions the code of practice and provides more information about
what can impact on speed.

**2.16. Was there any information about what would happen if the speed you received was
below the minimum guaranteed speed?** YES. Next to the speed estimate there is a drop
down box. See 2.12

*Minimum guaranteed speed is what we will promise to offer as a minimum speed on
your line. If this speed cannot be achieved when your broadband is connected then
please contact us.*

2.17a Did the information state that you would need to contact the ISP if this happened?
YES

**2.18a Did the information state that ultimately you can leave the contract if the speed
continues to be below this level?**
NO not in this section. However later when I searched 'throughput speed' in help I did find
a document about the code of practice which indicated that leaving the contract was
possible. See 2.20

Did the information state at what level the speed needed to be below
NO

2.18 Was there any information about a Fair Usage Policy? *Please write in where on the website this is located* **(include URL)**

No search facility in main site.
One FAQ – 'How much can I download' suggested that there was no limit placed on usage. See 2.15
Searched in 'help' and returned a link to the main TalkTalk T&C document where I found a reference and also another link which explained Fair Usage in more detail..

TalkTalk For Everyone   TV, Broadband & Calls   News & TV Guide   My Account   Mail   Help

News ⌄   Entertainment ⌄   New! The X-Factor   Living ⌄   Sport ⌄   Money   Games   eBay   TalkTalk TV Store

TalkTalk Customer Terms and Conditions

Hello, and welcome to the TalkTalk Terms and Conditions page.

Yes, this is the 'legal' part of our service. We appreciate you stopping by to read the TalkTalk Terms and Conditions; it's important that you do.

We asked our legal team to keep our terms as straight forward as possible and we hope that they've achieved that. These terms set out important details about TalkTalk, our commitment to you and what you can expect when using our services.

View, download and print the TalkTalk Terms and Conditions

TV, Broadband & Calls   News & TV Guide   My Account   Mail   Help

Corporate site | Advertise | Accessibility | Contact Us | Code of practice | Customer complaints code | Legal |
Privacy Policy | Terms & Conditions | Cookies and our policy

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T&C

TalkTalk For Everyone

(b)   in such a way, or in such amount, that will have an adverse impact on our network (or any part of it), our customers or our brand or that contravenes any of our applicable acceptable use policies or general internet standards.

6.2   All of our services that enable you to make calls allow you to access the emergency services by dialling 112 or 999. The identity of your telephone number will be sent to the emergency services when we set up your telephone line and if you contact them.

6.3   Our services are provided to many customers and we owe them a duty as a whole to preserve our network integrity and to avoid network degradation. Although we don't normally measure and shape traffic, if we consider it necessary, we may, in limited circumstances, have to change the services, or manage your use of, or access to, the services as we see fit. This may impact the quality of the services.

6.4   You may set, and change, a monthly allowance on your account to help control your spending (please visit My Account at www.talktalk.co.uk/myaccount for further details). We can't always stop you exceeding your allowance (e.g. there may be a delay between you exceeding your allowance and our systems processing it). If you do exceed your allowance, we'll tell you as soon as we can and we may:

(a)   stop you from renting films and making calls (except for calls to the emergency services); and

(b)   charge you for use above your allowance.

6.5   Certain services are provided by third parties (e.g. the Netflix service). To use these services, you may need to accept their terms and conditions.

6.6   If you ask us, we'll exclude your details from national directories and directory enquiry services.

7   **EQUIPMENT PROVIDED BY US**

7.1   To receive a service you may need to use certain equipment provided by us (e.g. a router). You agree that we can:

(a)   install, keep and use such equipment at your home;

(b)   enter your premises for the connection, maintenance, modification, replacement or removal of such equipment; and

(c)   if applicable, connect remotely to your equipment to manage, repair or upgrade it.

7.2   We only provide the equipment we tell you we'll provide. Other equipment may be available from us at an additional cost. If you want to buy any equipment for an additional cost, we'll:

(a)   confirm the price when you order; and

(b)   give you with a 12 month warranty, unless we tell you otherwise.

7.3   We're only responsible for, and can only support, equipment provided by us. We can't guarantee that the services will work with other equipment.
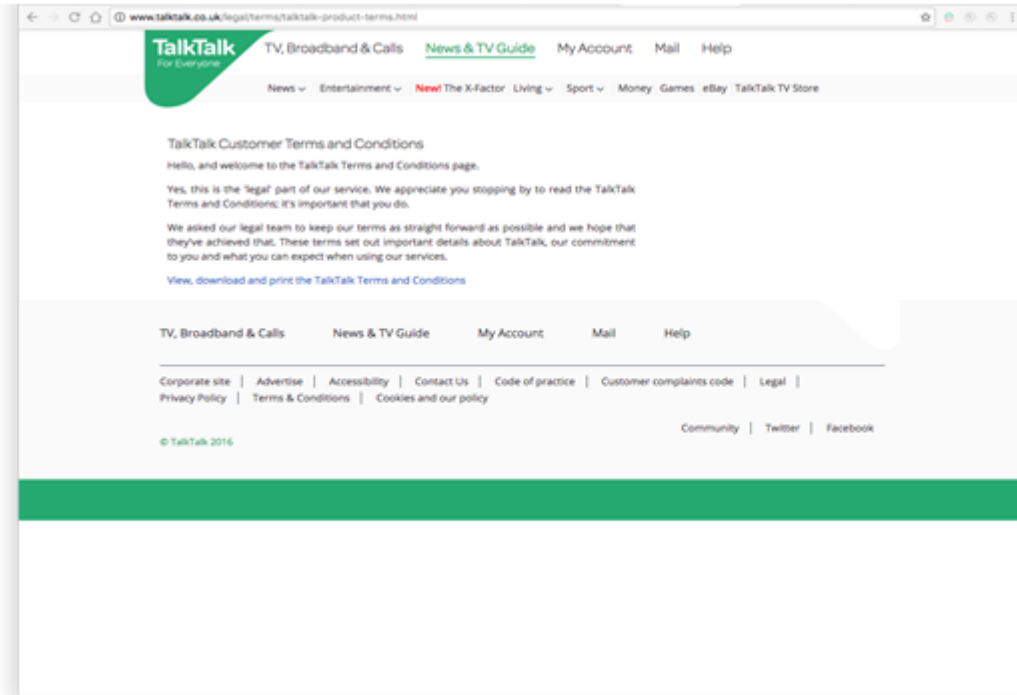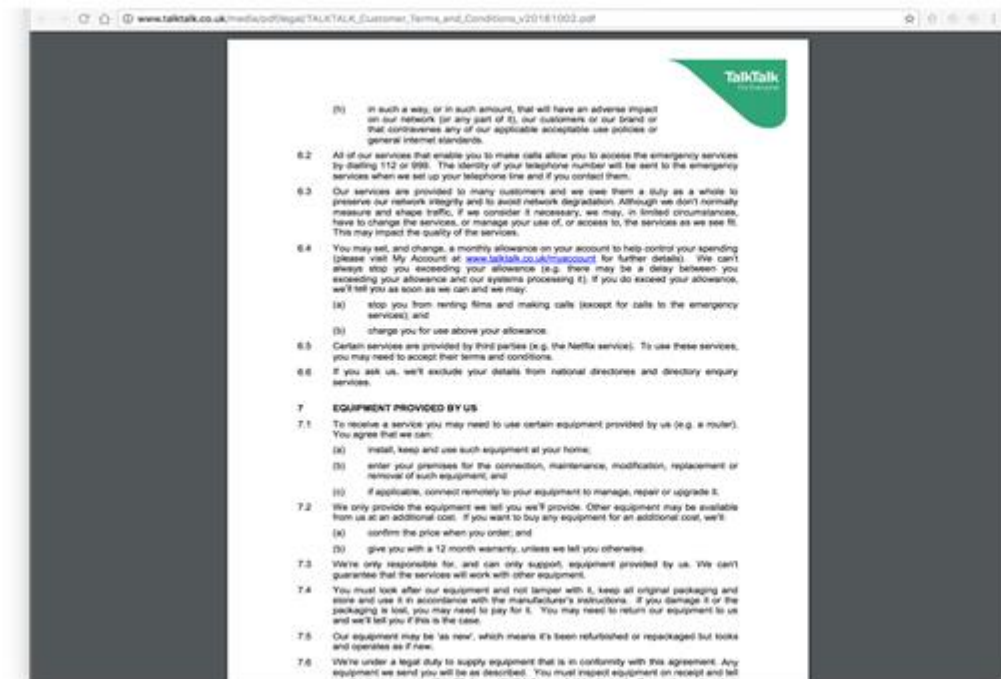
7.4   You must look after our equipment and not tamper with it, keep all original packaging and store and use it in accordance with the manufacturer's instructions. If you damage it or the packaging is lost, you may need to pay for it. You may need to return our equipment to us and we'll tell you if this is the case.

7.5   Our equipment may be 'as new', which means it's been refurbished or repackaged but looks and operates as if new.

7.6   We're under a legal duty to supply equipment that is in conformity with this agreement. Any equipment we send you will be as described. You must inspect equipment on receipt and tell us about any issues within 30 days. We'll tell you what to do next. If we ask you to return
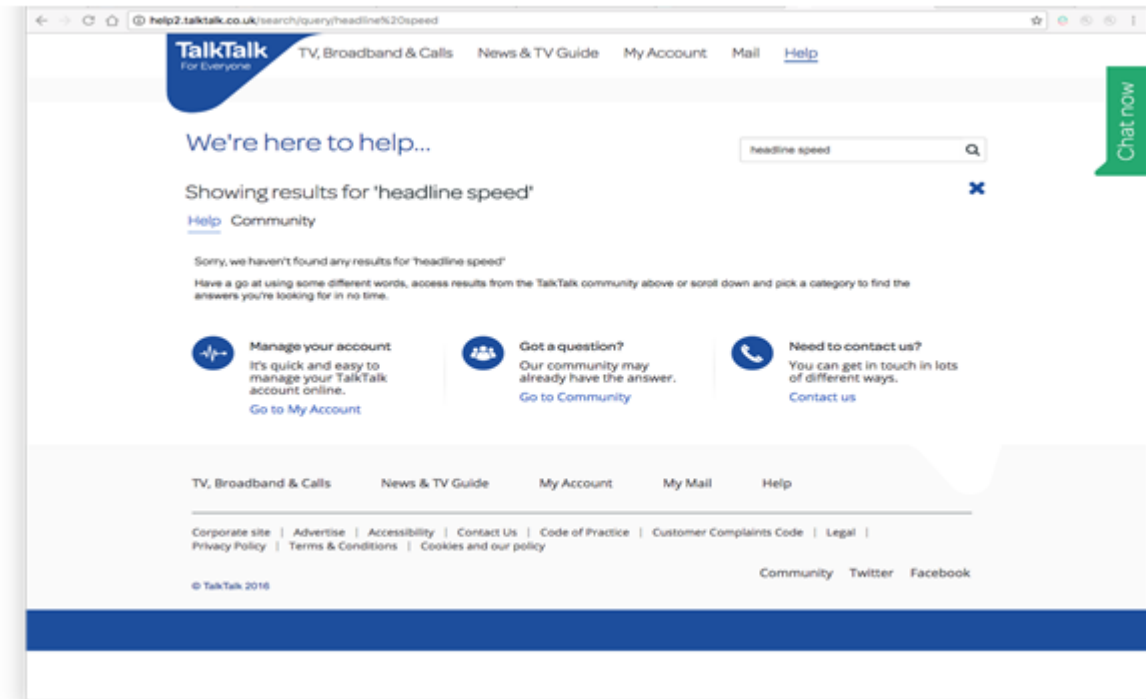
Relevant part of T&C

**2.20 Did the website contain any *additional* information explaining line speeds (e.g. 'up to' speeds, headline speeds, throughput speeds. *Please write in type of information given and where this is located on the website*
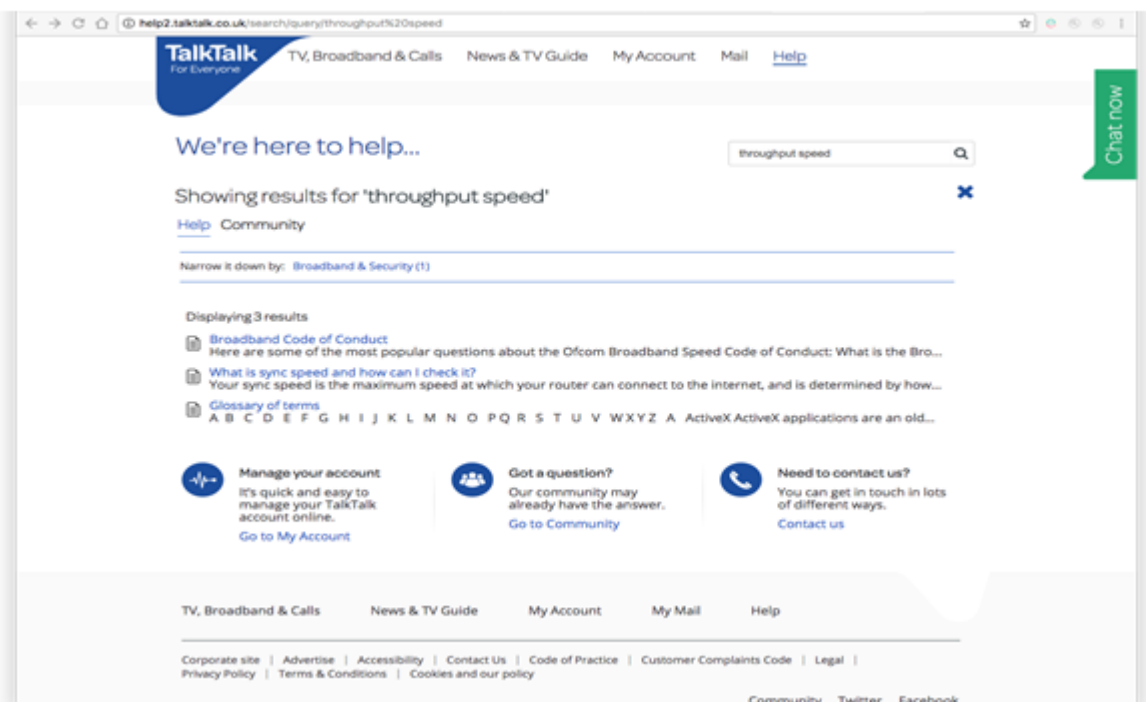*Headline speed*
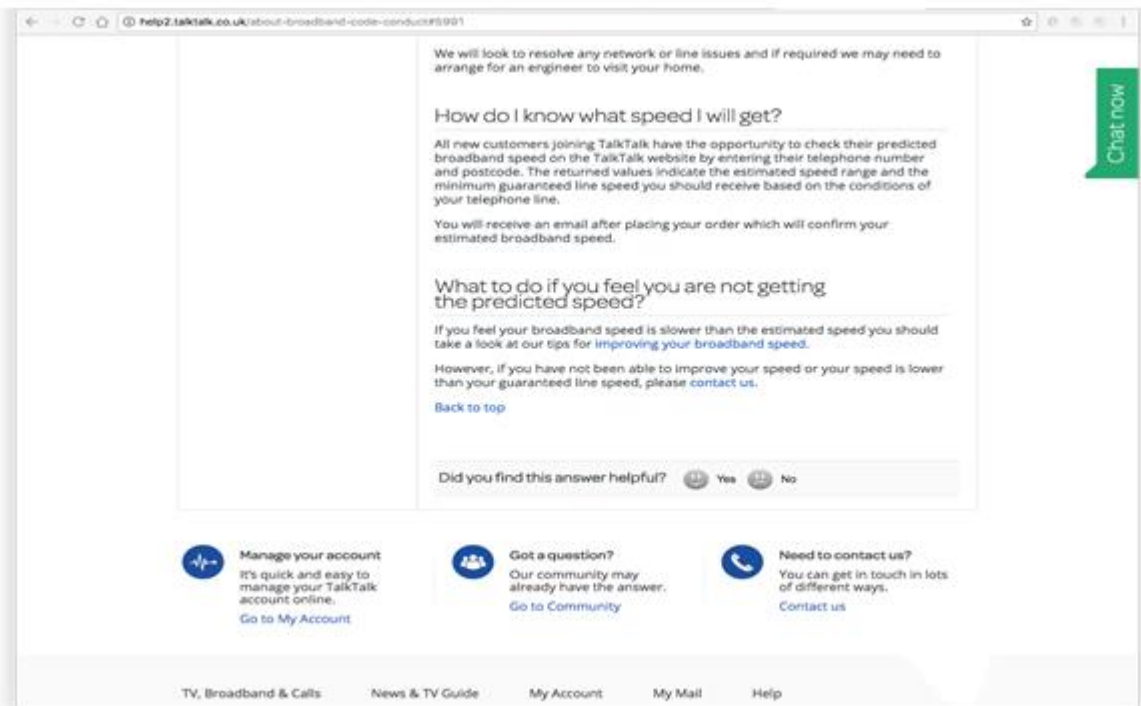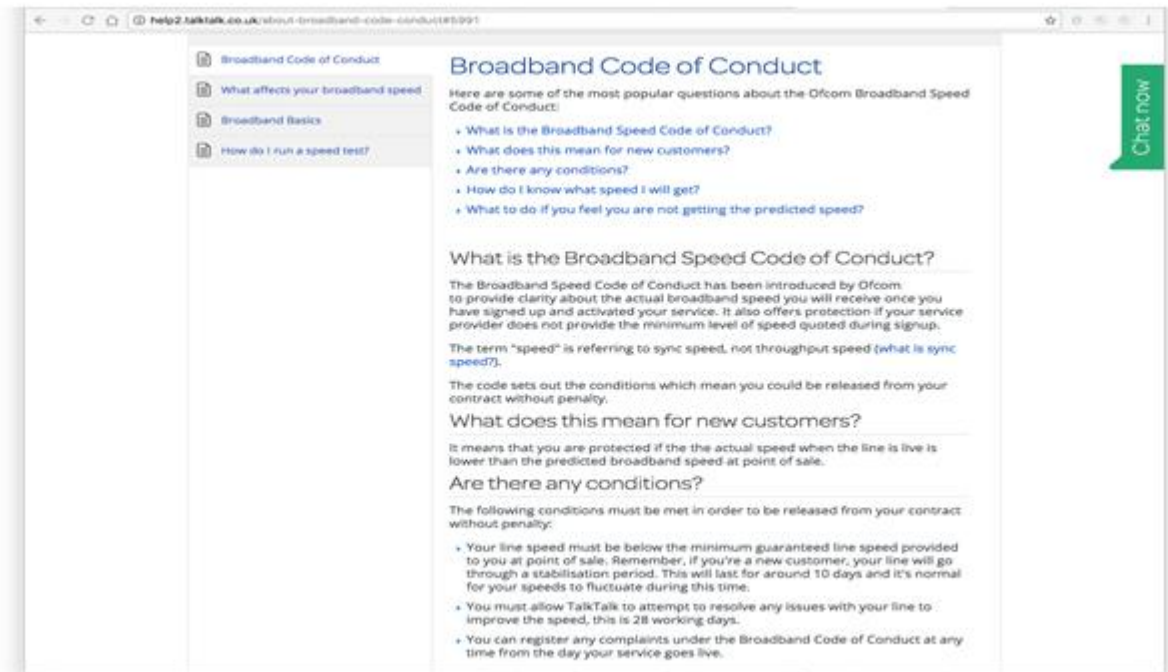Search did not have any returns

Throughput speeds
This returned a link to information about the Ofcom code of practice which had information in consumer language relating to what you can do if your speed is lower than the minimum level.

📄 Broadband Code of Conduct

📄 What affects your broadband speed

📄 Broadband Basics

📄 How do I run a speed test?

Broadband Code of Conduct

Here are some of the most popular questions about the Ofcom Broadband Speed Code of Conduct:

- What is the Broadband Speed Code of Conduct?
- What does this mean for new customers?
- Are there any conditions?
- How do I know what speed I will get?
- What to do if you feel you are not getting the predicted speed?

What is the Broadband Speed Code of Conduct?

The Broadband Speed Code of Conduct has been introduced by Ofcom to provide clarity about the actual broadband speed you will receive once you have signed up and activated your service. It also offers protection if your service provider does not provide the minimum level of speed quoted during signup.

The term "speed" is referring to sync speed, not throughput speed (what is sync speed?).

The code sets out the conditions which mean you could be released from your contract without penalty.

What does this mean for new customers?

It means that you are protected if the the actual speed when the line is live is lower than the predicted broadband speed at point of sale.

Are there any conditions?

The following conditions must be met in order to be released from your contract without penalty:

- Your line speed must be below the minimum guaranteed line speed provided to you at point of sale. Remember, if you're a new customer, your line will go through a stabilisation period. This will last for around 10 days and it's normal for your speeds to fluctuate during this time.
- You must allow TalkTalk to attempt to resolve any issues with your line to improve the speed, this is 28 working days.
- You can register any complaints under the Broadband Code of Conduct at any time from the day your service goes live.

Chat now

We will look to resolve any network or line issues and if required we may need to arrange for an engineer to visit your home.

How do I know what speed I will get?

All new customers joining TalkTalk have the opportunity to check their predicted broadband speed on the TalkTalk website by entering their telephone number and postcode. The returned values indicate the estimated speed range and the minimum guaranteed line speed you should receive based on the conditions of your telephone line.

You will receive an email after placing your order which will confirm your estimated broadband speed.

What to do if you feel you are not getting the predicted speed?

If you feel your broadband speed is slower than the estimated speed you should take a look at our tips for improving your broadband speed.

However, if you have not been able to improve your speed or your speed is lower than your guaranteed line speed, please contact us.

Back to top

Did you find this answer helpful?　😊 Yes　😕 No

Chat now

Manage your account
It's quick and easy to manage your TalkTalk account online.
Go to My Account

Got a question?
Our community may already have the answer.
Go to Community

Need to contact us?
You can get in touch in lots of different ways.
Contact us

TV, Broadband & Calls　　News & TV Guide　　My Account　　My Mail　　Help

2.21 -Did the website contain any information that explained how internet speed affects user experience? e.g. downloading music, TV, movie, photos etc. *Please write in type of information given and where this is located on the website*

Yes, on the page where the speed results appear there is guidance about what uses are appropriate under the drop down 'what speed is right for me?'

Section 3 General website information

3.1 Did the website contain information on traffic management? *Please write in type of information given and where this is located on the website* (include URL)

See 2.18. Additionally, found through searching for 'fair usage' documents related specifically to traffic management.

Data caps and download limits:

What are the download/upload limits or usage caps on this product?	Unlimited
Is traffic management used to manage compliance with data caps and download limits? Under what circumstances? Level of speed reduction? Duration of speed reduction?	NO
Is traffic management used in relation to heavy users? Under what circumstances? Level of speed reduction? Duration of speed reduction?	NO

Section 2: Traffic management to optimise network utilisation (what happens during busy time and places in addition to traffic management as described in section 1)

Is traffic management used during peak hours?			NO
What type of traffic is managed during peak hours? ***			
Traffic type	Blocked	Slowed down	Prioritised
Peer to Peer (P2P)			
Newsgroups			
Browsing/email			
VOIP (Voice over IP)			
Gaming			
Audio Streaming		NO	
Video Streaming			
Music downloads			
Video downloads			
Instant messaging			
Software updates			
Is traffic management used to manage congestion in particular locations? If so how?			NO

---

*This KFI gives an overview of typical traffic management practices undertaken on this product; it does not cover circumstances where exceptional external events may impact on network congestion levels.

**This excludes any service, content, application or protocol that an ISP is required to block by UK law and child abuse images as informed by the list provided by the Internet Watch Foundation.

***If no entry is shown against a particular traffic type, no traffic management is typically applied to it.

TalkTalk Broadband and Ultra Fibre Optic, including Essentials TV and Plus TV

Section 1: Traffic management in relation to your broadband product* (not including during busy times and places to manage network congestion see Section 2)

Use and availability of services, content, application and protocols on this product:

Are any services, content, applications or protocols always blocked on this product?** If so what?	NO
Are any services, content, applications or protocols always slowed down? If so what?	NO
Are any services, content, applications or protocols always prioritised on this product?	NO
Are any managed services delivered on this product?	YES
If so what?	TV multicast traffic is managed over the network to optimise delivery of video on demand and TV channels over the TalkTalk broadband connection.
What impact?	We limit any impact on other types of traffic with a range of measures to ensure our

Chat now

Data caps and download limits:

What are the download/upload limits or usage caps on this product?	Unlimited
Is traffic management used to manage compliance with data caps and download limits? Under what circumstances? Level of speed reduction? Duration of speed reduction?	NO
Is traffic management used in relation to heavy users? Under what circumstances? Level of speed reduction? Duration of speed reduction?	NO

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Audio Streaming		NO	
Video Streaming			
Music downloads			
Video downloads			

Chat now

Video downloads

Instant messaging

Software updates

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Did you find this answer helpful? 🙂 Yes 🙁 No

Manage your account
It's quick and easy to manage your TalkTalk account online.
Go to My Account

Got a question?
Our community may already have the answer.
Go to Community

Need to contact us?
You can get in touch in lots of different ways.
Contact us

TV, Broadband & Calls   News & TV Guide   My Account   My Mail   Help

Corporate site | Advertise | Accessibility | Contact Us | Code of Practice | Customer Complaints Code | Legal | Privacy Policy | Terms & Conditions | Cookies and our policy

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4.1 How easy was it to find the information on the website? Was it straightforward or did you have to look for it? Were there any measures in place to make you read the information or having it pop up?

The TalkTalk speed checker was a little less straightforward to find than for some ISPs. However in terms of providing information to the consumer it was probably somewhat clearer as it broke down typical speeds by the caps of packages so that you could see what you might expect with the different packages, avoiding the issue of headline speeds.

Some of the more detailed information could have been better linked, i.e. the information about the code of practice and concerned with traffic management/ fair usage. Perhaps from the FAQs/ small print links.