

13 February 2024

## **Ofcom consultation: Prohibiting inflation-linked price rises**

Thank you for the opportunity to comment on the Ofcom consultation on prohibiting inflation-linked price rises.

We support the change to the General Conditions so that, whenever a telecoms or pay TV provider intends to apply in-contract price rises, these must be set out at point-of-sale in pounds and pence. We also agree that consumers should be informed when the price rise is to take place and that this information should be placed prominently for consumers in the contract summary and contract information (Q5,6,7).

We agree that inflation-linked price variations may be complex and difficult for some consumers to engage with. We see complaints about price rises where consumers have been unaware that these have been provided for within their contract and what they mean. Consumers should have sufficient clarity and certainty to help them make informed comparisons and choices to find deals that work for them and we think that clearer and more transparent pricing structures will help to build consumer trust and confidence (Q3).