

**Title:**

Mr

**Forename:**

Jonathan

**Surname:**

Jensen

**Representing:**

Self

**Organisation (if applicable):**

**Email:**

ofcom@jensen.me.uk

**What do you want Ofcom to keep confidential?:**

Keep nothing confidential

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

**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 agree with our analysis of consumer detriment on the 070 number range?:**

Pricing is currently confusing & in many cases too high. Any scams should be stamped on with increased monitoring. 070 tariffs should be capped at a lower level but high enough to cover termination rates to mobile numbers & many international destinations.

**Question 2: Do you agree that the costs outweigh the benefits in relation to closing the 070 number range and migrating users to an alternative range?:**

Yes - there should be no migration to an alternative range.

**Question 3: Do you agree that Ofcom should keep the 070 range open and monitor the market in light of enforcement action by PhonepayPlus?:**

Yes - keep 070 open & monitor for abuse, although the scope for abuse would be reduced if tariffs were capped.

**Question 4: Do you agree that Ofcom should require OCPs to give greater prominence to the cost of calling 070 numbers in published price lists and promotional material?:**

Yes - all tariffing should be clear & simple.

**Question 5: Do you agree that Ofcom should amend its guidance to ensure that PNS providers carry out appropriate due diligence of sub-allocates of personal numbers?:**

Yes

**Question 6: Do you agree that Ofcom should not bar the presentation of 070 CLI? Please provide evidence to support your response:**

Yes - in the interests of transparency CLI presentation should never be barred.

**Question 7: Should services provided by, for example, Hospedia, Premier Telesolutions and Trader Media be provided on an alternative number range to 070? Please provide any evidence to support your views.:**

Ideally these services would be provided using 08 numbers to reduce the cost to the caller, however if their business model is based on 07 tariffs then it may not be possible for them to operate with lower rates. Needs further investigation.

**Question 8: Do you agree that Ofcom should withdraw formally the requirement for pre-call announcements on 070 Personal Numbers?:**

Yes - pre-call announcements are a retrograde step & clearly interfere with other services. Again if 07 rates were lower this would be irrelevant.

**Additional comments:**