

Title:

Ms

Forename:

Melissa

Surname:

Mackey

Representing:

Self

Organisation (if applicable):

Email:

melissa@electricmarketing.co.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?:

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?:

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 the 070 range open but put it on notice of one year. Either the PNS providers sort out the criminals using these numbers or the 070 range will be closed.

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

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

Yes, PNS providers must carry out greater due diligence. But Ofcom needs to find a way that the public can report the frauds being carried out by using these numbers. Have a look at these websites which all offer holiday accommodation in London. Every one of them uses an 070 phone number and every one of them is run by fraudsters, operating outside the UK, targeting people planning to visit the UK for a holiday. All of the content of the websites have either been copied from London estate agents websites or other legitimate holiday flat rental websites. The first one features my own holiday apartment which I let out. I can't do anything to get my photos and my description off this site, but people are trying to book holidays in it with the fraudster who offers my flat at half price and disappears with the money. It reflects very poorly on London and the UK. Yes the fraudster probably isn't based here, but the tourists who are losing their money don't always know that and it reinforces any impression of London as a big bad dangerous place which is not good for tourism. A selection of the websites currently up and running are:

www.uk-vacationhomerentals.com

www.cheaprentals.citymax.com/index.html

www.my-london-home.com

www.thekingsapartment.com (note how Tower Bridge is labelled as London Bridge)

Now just Google thekingsapartment and see how many ads this man has put up on free to advertise websites such as Craig's List (all over the world from Sydney to Berlin), Gumtree, Londonrent.org, Yakaz.co.uk and Rentals-London.com (this might even be another fraudulent site).

The holiday apartment scams aren't monitored by PhonePayPlus and because they take place outside the UK the London Met Police are powerless to do anything about them. But they reflect very badly on UK plc and on all the internet forums where those who have lost money to these con men write and deplore these frauds, they all ask the same question 'what is the UK doing about this?'. And sadly, the answer is nothing.

PNS providers must responsibility for the numbers they give out. It is the same principle as the scams monitored by PhonePayPlus, just a different scam that doesn't

often affect British citizens, but as it affects our tourism industry, it will come to affect all British tax payers.

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

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.:

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

Additional comments: