

Title:

Mr

Forename:

Mark

Surname:

Simpson

Representing:

Self

Organisation (if applicable):

Email:

markafcb@gmail.com

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:

Yes

Question 1: Do you agree with our analysis of consumer detriment on the 070 number range?:

Yes

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

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

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, this is what is needed.

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?:

No, for the most part, I think proper details of the sub-allocatees should be obtained.

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

Yes, I do agree, as if the OCPs gave greater preference and did not hide the cost of calling such numbers or bury it in the finer print, the scams that are involved in this numbers would be easier to spot for the consumer and the legitimate users would not be denied the use of CLI which is an important benefit to these people.

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.:

Yes, these are effectively premium rate service and should have to use the 090 range, due to the money gained from these calls going to gain revenue and not to fund the service provided for the most part.

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

Yes, this has personally affected my business and the trade my customers had in me. I always informed them that they could always use my 070 number to get hold of me where ever I may be, out of hours or indeed, otherwise. I made them aware the cost of

the call was higher, but in the business I am in it is sometimes essential my customers reach me immediately and my forwarding provided provides me with such a service. I feel Ofcom had no basis to introduce this and have affected many legitimate business professionals, for the sake of an attempted, but highly flawed quick fix to some people using the numbers to profit in scams. I have unfairly been associated with this practice, by the virtue the message exists.

Additional comments:

Please pay particular attention to my answer to Q8, a better way of reporting and shutting down scam artists in an effective and timely manner would have been better than taring all users of 070 range with the same brush.