



# PCS141 – Issue 1

## Classification – Public

## PCSG – Customer Transfer

## Preference Policy

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## Introduction

At Pure Cloud Solutions (“PCS”), we are committed to protecting our customers from unauthorised or misleading transfers of telecoms services, commonly referred to as **‘slamming’**.

Slamming occurs when a customer’s telephone or broadband services are switched — or an attempt is made to switch them — without the customer’s clear knowledge and consent. This can lead to unexpected charges, confusion, and in some cases, loss of service.

PCS takes this matter very seriously and complies fully with Ofcom’s **General Conditions of Entitlement**, which set out strict rules to prevent such practices.

## Our Commitment

To safeguard our customers:

- PCS will only process service transfers with the **express authority** of the customer.
- Where there is evidence of slamming, PCS may use the industry-approved **‘Cancel Other’** process to prevent the unauthorised transfer.
- Before using this process, PCS will take reasonable steps to verify that an unauthorised transfer has in fact occurred or been attempted.

## Key Definitions

For the purposes of this policy:

### **Cancel Other**

means the regulated industry process allowing a Losing Communications Provider to cancel wholesale transfer orders in specific circumstances permitted under Ofcom’s General Condition 22.

### **Gaining Communications Provider (GCP)**

means the provider to whom a customer is attempting to transfer.

### **Losing Communications Provider (LCP)**

means the current provider from whom the customer is transferring.

### **Slamming**

means any transfer request made without the customer’s informed consent, including where:

- i. The customer has never been contacted by the GCP;
- ii. The customer has been contacted but has not authorised the transfer;
- iii. The GCP submits an order for services different from those agreed; or
- iv. The GCP deliberately misleads the customer into believing they are contracting with a different provider.

### **WLR (Wholesale Line Rental)**

means a facility allowing providers to offer line rental and related services using the BT network.

### **LLU (Local Loop Unbundling)**

means the process of physically connecting a customer’s local loop from the dominant provider’s network to that of a competing provider.

### **CPS (Carrier Pre-Selection)**

means a facility enabling a customer to designate a provider in advance for routing certain calls.

## **What to Do if You Suspect Slamming**

If you believe your services are being transferred without your consent:

1. Contact PCS immediately on **0333 150 6780** or via **support@purecloudsolutions.com**.
2. PCS will investigate promptly and, if appropriate, take action under the **‘Cancel Other’** process.
3. We will keep you informed throughout and ensure continuity of service wherever possible.

## **Our Assurance**

PCS will always act in the best interests of its customers. We will continue to monitor and prevent slamming, ensuring compliance with Ofcom’s regulatory framework and maintaining transparency, fairness, and trust in our service delivery.