



Association for Interactive Media and Entertainment Code of Ethics – 2009

1. Members' Code of Ethics Core Statement

AIME Ethical Requirements for Members

Members shall maintain fair and professional business practice towards peers and customers at all times.

Services offered by members shall be lawful and presented in a manner that promotes and preserves the principle of informed consumers enjoying freedom of choice.

Members shall not mislead or seek to deceive consumers regarding advertising, content, operation or billing of services.

Members shall take all reasonable steps to ensure the protection of minors and the vulnerable from inappropriate services or content.

2. Guidelines

AIME Members shall also observe the General Guidelines and specific Service Guidelines as published or amended from time to time for all telemedia services.

3. General Guidelines

3.1 Fraud and Security

- AIME members undertake to cooperate in the identification and elimination of fraudulent telemedia activities.
- Telemedia Service Operators shall monitor traffic and conduct analysis independently or in cooperation with their Network Operator to identify abnormal trends or events.

3.2 Content

- Telemedia Service Operators shall ensure that all services under their control are provided subject to all proprietary interests, rights, authorisations, licences and permissions including intellectual property rights having been obtained and any such requirement of law complied with as may be necessary to enable service to be made available to callers.
- All services must comply with the laws of the country within which the service is advertised or promoted.



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- Where appropriate, all services shall be preceded by an announcement that callers are required to be aged 18 years or over.
- Services offering specialist advice or opinion must state the source of the information at the beginning of the programme.
- Services which reflect a particular religious or political viewpoint should pay due regard to the sensibilities of those who may reasonably hold differing beliefs or opinions.

3.3 Quality

- Telemedia Service Operators are responsible for the technical quality of speech, audio, data or video content of services presented to customers.
- Telemedia Service Operators shall make all reasonable efforts to monitor the content, quality and related promotions for services under their control.

3.4 Promotion

- Advertising for telemedia services shall be restricted to appropriate media, which match the content, nature and general tone of advertising and programme material.
- All advertising shall include information of relevant call charges.
- All advertising shall include Service Operator contact details for customer contact or complaint.

3.5 Juveniles

- All advertising targeting juveniles shall include a statement that parental approval is required to call the service.

4. Service Guidelines

Individual Service Guidelines will be published from time to time on an as required basis.

4.1 Dialler Guidelines

The following requirements are offered as screen - based Guidelines for dialler software accessing domestic premium rate or international calls. All screen-based information should be displayed in a clear and easily read format.

The underlying principle behind this Guideline is to ensure that customers are fully informed and have the facilities to exercise the freedom of informed choice. This philosophy corresponds with the message that AIME has pursued and is pursuing with Regulators - it is preferable for all concerned that customers be empowered to make informed choice rather than suffer the consequence of censorship or forced exclusion applied by third parties.



Clear Product Description

An overview of the product offered together with a brief outline of how the service will be presented to the customer.

It is important that customers have a clear understanding of what is being offered and how they will interact with the service. This will help to avoid complaints that customers 'did not appreciate or understand' what they were getting into at some future date.

Call Cost Information

A statement of the call cost expressed on a per minute basis or, if feasible, the total cost of the call.

It is a fundamental requirement that customers be supplied with cost of transaction information. This helps to avoid the unexpected large bill situation, which is the cause of so many complaints and also supports the validity of the charge when information was clearly displayed. A facility to display the ongoing cost of a call would be welcomed although it is accepted that this is not always possible.

Acceptance of Disclaimer

The user should confirm by ticking a check box or by clicking a 'confirm' button that they accept the overall disclaimer information. The set-up process should not proceed without such confirmation.

This will also help in instances of dispute where an end user might seek to deny accessing the service or plead accidental connection.

Age Disclaimer

The user should confirm by ticking a check box or by clicking a 'confirm' button that they are of the specified age to access the service. The set-up process should not progress without such confirmation.

This is accepted as a difficult area and Regulators generally accept that its use reflects a reasonable attempt to protect minors. The availability of a password feature to facilitate parental control is something Regulators would be pleased to see.



Acceptance of Call Charges

The user must confirm by ticking a check box or by clicking a 'confirm' button that they accept and understand that the call charges will be included as an item on the telephone bill. The set-up process should not proceed without such confirmation. While this is a grey area the ITA/NOC position reflects that of Telcos worldwide where bills are raised against telephone numbers and customers are responsible for the security of their telephone service in the home.

Audio Call Progress

Call set-up information to be provided at least in audio format. Dialling and modem tones should not be suppressed.

The sound of dialling and modem tones is a customer friendly method of alerting end users to the progress of a call. The unfortunate case involving Moldova clearly showed the folly of attempting to suppress or exclude this information.

Screen Based Call Progress

Call progress information should be displayed and include the following items:

- Number being dialled
- Dialling progress
- Call answer and number confirmation
- Duration counter
- Call close and disconnect
- Total duration

A screen based environment presents an opportunity to display this information in real time in a constructive and informative manner. Such a facility, well presented, cannot fail to impress a Regulator that it reflects a responsible and professional service.



Forced Disconnection

Forced call disconnection to be facilitated in the following formats:

1. Timed Auto - Disconnect (customer controlled)

Customer controlled timed auto - disconnect will enable the customer to preset the maximum duration of his connection if there is concern over the ultimate cost of a call.

2. Timed Auto - Disconnect (dialler controlled)

Dialler controlled timed auto - disconnect will define the maximum permitted call duration to avoid irresponsible or forgetful end users running up bills that will inevitably result in complaints or disputes. Obviously this will vary but 15 - 20 minutes is suggested as a guideline.

3. On Demand Disconnect (customer controlled)

Customer controlled on demand disconnect will enable the customer to opt - out at any time of choosing.