

Question 1: Do you agree that the proposed changes make for a clearer set of rules that enable compliance to be achieved with a greater degree of certainty?:

Question 2: Do you agree with Ofcom's approach to determining whether the use of automated messages constitutes misuse?:

Question 3: Do you believe that it is possible to define objective criteria for applying the public interest test.:

Question 4: Do you believe that outbound call steering should only be used with customers who have given their prior consent?:

Question 5: Do you agree with Ofcom's clarification that the exploitation of all types of revenue-sharing numbers represents a form of misuse?:

Comments:

Regarding 1.21.3: "An alternative approach would be for Ofcom to assume a generic constant of false positives in percentage terms and apply that to its investigation of the proportion of silent calls..."

If this is adopted it must also be realised that there are false negatives, in that some of the dropped/abandoned calls are in fact connected to answering machines and therefore do not constitute a silent call. A percentage should therefore be deducted from the "Dropped/Abandoned" figure which reflects this situation.

Ofcom needs to state whether they will make the same assumption about the occurrence of false negatives as false positives (suggested 20%)