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Customer Care Policy

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V2.0

What is this?

As a business that has a strong social purpose, it is important to us to maintain high standards when it comes to the way we contact and communicate with the users and potential users of our service. Equally importantly, we work in a sector that is characterised by distrust, and users confidence in us is critical to our ability to operate effectively.

This document sets out our commitments in terms of how we treat anyone we come into contact with in the course of delivering our services.

Our commitments

In our contact with, and treatment of, users of our service and members of the public who we may contact about our service, or who contractors or people we employ may contact on our behalf, we commit to the following general principles:

- **Respecting users' right to privacy**
 - We will take all reasonable steps to protect our users' privacy and to comply with relevant data protection legislation, and we will ensure that anyone employed or contracted by us does so too.
 - We will publish an easily-accessible privacy policy making it clear how we collect and use personal information, and we will review that policy on a regular basis.
 - We will allow users to easily opt out of communications with us free of charge at any time and action such requests speedily and without equivocation.
 - In the event that we contact members of the public 'cold' (by purchasing contact information from a third party, for example), we will ensure that contact lists are checked

against the Telephone Preference Service (TPS) and Mailing Preference Service (MPS) first.

- **Plain English**
 - We will always try to ensure that communications are easy to understand and free from jargon.

- **Quality of information**
 - We will take all reasonable steps to ensure that information provided by us is accurate and complete. Specifically, we will not knowingly exaggerate or misrepresent information, or omit information so as to give a misleading impression.
 - We will ensure that evidence is available to substantiate any claims made in our communication with users and members of the public.

- **Transparency**
 - We will be clear about any commission payments we make or receive in the course of delivering our services, including their value, use and the criteria governing their payment.
 - We will ensure that information about our structure, legal status and governance is easily accessible to those who want it.
 - We will ensure that all our communications, irrespective of what form they take, are clear about which organisation or organisations are delivering, contributing to, or paying for those communications.
 - If there is a cost associated with communicating with us, we will make this absolutely clear, including, if known, how and when users will be billed.

- **Ease of contact**
 - We will take steps to ensure that users and members of the public can contact us easily. This includes:
 - ensuring that calls are made from telephone numbers that can be identified and called back by recipients;
 - making contact information easily available on our website and other communications;
 - using corporate or organisational email addresses rather than individual email accounts for the sending of mail; and
 - ensuring that those email addresses go to a valid mailbox if replied to.

- **Meeting users' needs**
 - We will use our best efforts to recognise when people we communicate with may be in vulnerable circumstances or

require additional care or support in order to make an informed decision, and on such occasions, we will always try to meet those needs to the best of our ability.

- When people switch to a new supplier through us, we will ensure we promptly communicate to them the details of the offer they have accepted, together with their right to change their mind and the process for doing so.

- **Decency**

- We will never seek to denigrate other organisations or individuals. Where we make comparisons between different organisations, claims will be stated objectively and fairly. We will only be publically critical of an organisation or individual where we believe this to be in the interests of our users and if so, we will do so based on clear evidence.
- We will never issue communications or behave in a way that is discriminatory, indecent or grossly offensive, or which could knowingly cause distress or anxiety.

- **Dealing with complaints**

- We will treat any complaint seriously and according to a clear complaints policy. We will ensure that any employees or contractors who come into contact with users or members of the public understand and abide by that complaints policy.