



Directory Entry Entitlement Policy

1 INTRODUCTION

This document details the policy which BT applies to directory entry and customer entitlement across the business and residential A-Z sectors of the directory products and services it produces.

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2 BT CUSTOMERS' DIRECTORY LISTINGS

In compiling and maintaining its customers' directory entries within the Industry Core Database, as a Telecommunications Service Provider, BT will:

- Use its best endeavours to keep the directory data comprehensive, accurate, and up-to-date;
- Balance the wishes of customers whose entries appear on the database with the needs of users of directory products;
- Comply with any relevant regulations and industry codes of practice.

A customer is required to allocate a directory entry option for each unique telephone number, which has the ability to receive calls. Where a customer fails to allocate a directory entry option the entry will default to Directory Entry status and will be listed as valid for publication within all directory products and services unless in BT's opinion NQR status is more appropriate.

3 DIRECTORY PRODUCTS & SERVICES ENTITLEMENT

The General Conditions of Entitlement (issued under the Communications Act 2003) make various requirements of BT in regard to the directory data of its customers. For the purposes of this document, a customer is a subscriber who has a contract with BT for telephone service.

3.1 ENTRY ENTITLEMENT IN BT'S PRODUCTS & SERVICES The Phone Book (print and online):

The entry entitlement for each unique telephone number is restricted to one standard typeface listing (excludes bold and super bold typeface) in the business/residential listings of the relevant Phone Book. The relevant Phone Book for each customer is defined by the postcode of the physical geographic location.

Some non-geographic, Premium Rate Service numbers, mobile or PNS numbers may not be considered suitable for publication or may require separate contract terms. BT reserves the right to refuse free entries on non-geographic telephone numbers in these instances*.

Any customers selecting a directory entry option that withholds the telephone number or the entire listing from publication, voids any additional free entitlement for this number or any other number the customer may wish to publish in place of this number. Any listing requirement that is in addition to the entitlement detailed above will require separate discussion between BT Retail and the Subscriber and may incur a charge.

All directory entry listings must be in compliance with The Phone Book General Advertising Policy and Guidelines which can be found at www.bt.com/thephonebook

*Although non-geographic, such telephone numbers require a geographic presence in order for them to be searched in a directory or directory service and this geographic location is

considered to indicate relevant location in terms of entitlement.

Voice, DQ & Other BT Products:

The entitlement policy applicable to entries in The Phone Book (print and online) also applies to Voice, DQ and Other BT Products. However for Voice, DQ and Other BT Products there is no restriction on the number of entries that each unique telephone number may have.

3.2 ENTRIES IN OTHER PROVIDERS DIRECTORY PRODUCTS & SERVICES

BT recognises its responsibility to protect its customers' privacy but is also governed by legislation that requires it to make its customers' directory data available to other directory providers in clearly defined circumstances. Each directory entry with an option that enables relevant data to be accessed in the public domain will be passed to any provider of directory services requesting it for use in their products and services. Where appropriate the telephone number will be included with the directory entry.

3.3 RESTRICTING AVAILABILITY OF INDIVIDUAL LISTINGS

There are 3 current directory entry options available to all customers within the Industry Core Database which will limit the products & services that their listings appear in:

- Directory Entry (DE):
- Directory Enquiries Only (DQR)
- Ex-Directory No Calls (XDNC)

In addition customers who are not identified as corporate entities may determine which of their data is relevant for inclusion in a directory.

Some telephone numbers are withheld from the Industry Core Database and are given the entry option NQR.



Directory Entry Entitlement Policy

BT is not responsible for the actions of third party directory providers who enhance directory entries using data obtained from alternative sources or by disclosure of restricted elements.

Other publishing options specific to BT's own directory products may be available.

3.3.1 DIRECTORY ENTRY (DE)

DE listings will appear within all directory products and services that are sourced from the Industry Core Database. As such, these listings will be published in BT's directory products such as The Phone Book and will also be made available on request to other directory providers.

3.3.2 DIRECTORY ENQUIRIES ONLY (DQR)

DQR listings are available from all BT voice Directory Enquiries services. These listings are also passed to other suppliers of similar directory services but are not made available to publishers of printed or electronic directory products.

3.3.3 EX DIRECTORY NO CALLS OFFERED (XDNC)

XDNC listings are used in all BT voice Directory Enquiries services for the purpose of confirming that a customer is listed but that no telephone number can be disclosed. No information about these listings or numbers is provided to users of a voice DQ service, other than to confirm that the listing exists but is ex-directory.

These listings are also passed to other suppliers of similar directory services but are not made available to publishers of printed or electronic directory products.

3.3.4 EX DIRECTORY CALLS OFFERED (XDCO)

Although not yet formally withdrawn from the portfolio for existing customers, this directory option is not available for new supply.

3.3.5 NO ENQUIRY RECORD (NQR)

NQR directory option allows a customer to request that their directory data is not disclosed to any directory database product or service including BT's.

RESIDENTIAL NQR

Residential customers who wish to exclude their directory data from all directory products and services may choose the NQR option to place upon it such a restriction. This option may also be used for certain types of lines that are used for dedicated alarm or data purposes or that are incoming calls barred.

BUSINESS NQR

Business NQR enables multi-line companies to limit their published data to only those telephone numbers they wish to actively promote. Examples of cases where business lines may be NQR include:

- 2nd and subsequent lines at the same address
- Lines which are ICB (incoming calls barred), alarms, data, Caller Redirect or Fax

3.3.6 PARTIAL ADDRESS

Data Protection and Privacy Legislation currently in force requires that customers identified as individuals, sole traders or partnerships may require the exclusion of elements of their personal data, prior to its appearance in a directory. Partial Address flagging enables a customer to restrict elements of their address detail from disclosure while retaining a published directory entry. Customers are advised that choosing a Partial Address can make it difficult or impossible for their number to be successfully searched in directory products and alternative options should be considered.

4 BT DISCLAIMER

BT depends upon the Industry Core Database (ICD) for the accuracy of their directory products. The ICD contains directory listings supplied to it by BT and all other Communication Providers (CPs). A customer of BT may change their Communication Provider and the new CP may subsequently amend the customer's directory information (directory or indirectly) on the Industry Core Database without notifying BT of any changes. Where this situation arises, BT will not accept any liability to the customer if any directory entries in any of BT's products (including The Phone Book - print and online, 118 500 or Phone Disc TM) are consequently rendered incorrect as a result. BT will only accept liability after the Customer or the Communication Provider have notified the fact of the changes to BT and then will only accept liability for inaccuracies that may appear in subsequent editions of the downstream assets that are published by BT after BT has been so notified. For information purposes: BT does not have the ability or the right to amend the Industry Core Database in relation to those customers who have moved to another Communication Provider.

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