

Telstra Advertising Infringements and Actions Required			
	Infringements	Severity	Actions Required
Programme	Unauthorised adult services ^ψ Telstra rule	1	Discontinue offer immediately
	Unauthorised charity services ^ψ Telstra rule	1	Discontinue offer immediately
	No age limit for restricted services Telstra rule	1	Disclose that users must be age 18 or older to access restricted services
	No product or service disclosure 4.1.3 ; 4.1.4	1	Disclose accurately, above fold in main body of ad, nature of product or service on offer
	Product or service disclosure illegible 4.1.3 ; 4.1.4	1	Increase point size, alter colour scheme to improve contrast, or both
	Product or service disclosure displayed inside graphic 4.1.3 ; 4.1.4	1	Display product or service disclosure above fold in main body of ad and unobscured by graphic
	Product or service disclosure displayed below fold [online @ 1024 x 768] 4.1.3 ; 4.1.4	1	Display product or service disclosure above fold in main body of ad
	Product or service disclosure displayed only in summary T&Cs 4.1.3 ; 4.1.4	1	Disclose accurately, above fold in main body of ad, nature of product or service on offer
	Product associated with incentive to subscribe ^ψ	1	Discontinue product association with incentive to subscribe
	Disclaimer displayed only in summary T&Cs, disclaimer unlinked to offer by asterisk or other symbol, or both 3.1.8	1	Display disclaimer in main body of ad adjacent to associated offer, or link disclaimer clearly to offer by asterisk or other symbol
	Disclaimer inconsistent with offer's principal message 3.1.9	1	Remove inconsistent disclaimer and conditions it imposes
	Message quantity displayed only in summary T&Cs 3.1.3	1	Display accurately, above fold in main body of ad, actual message quantity for which customer can expect to be billed per charge period
	Offer constitutes a scam 3.1.19	1	Discontinue offer immediately
	Unapproved Telstra endorsement or use of Telstra name 3.1.21	1	Remove Telstra endorsement or Telstra name
	Misrepresentation of product offering 3.1.2	2	Display references to product type accurately, consistently, among main body of ad, call-to-action, and summary T&Cs
	Misrepresentation of product quantity 3.1.2	2	Display only actual product quantity per charge period (e.g., 15 ringtones/month)
	Offer confusing, misleading, or deceptive with respect to target audience 3.1.2	2	Clarify offer's principal elements in language target audience likely will understand
	Advertising to children 3.1.20	2	Discontinue advertisement in any medium or format that targets minors specifically
	Insufficient details regarding limited offer 3.1.10	2	Disclose clearly limited time period, limited quantity, and limited class of customers, as appropriate
	Insufficient details regarding special offer 3.1.11	2	Disclose special offer's principal elements, conditions and limitations [e.g., limited time period when discount applies], and start and end dates
	Failure to display shortcode for at least 10 uninterrupted seconds [TV] 3.1.5	2	Display shortcode for at least 10 uninterrupted seconds in main body of ad
	Text point size too small [print] 3.1.3	2	Increase point size to at least 6
	Unclear product quantity 3.1.2	2	Disclose actual product quantity (per credit, if appropriate)
No product quantity 3.1.2	2	Disclose product quantity	
No product quantity for Telstra customers 4.1.3	3	Disclose product quantity for Telstra customers	
Insufficient details regarding prize draw date 4.1.3	3	Display prize draw date	
Offer or elements of offer expired [e.g., competitions, voting services] 3.1.16	3	Remove outdated material	

^ψSubject to immediate escalation to Telstra.

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	Infringements	Severity	Actions Required
Pricing	No pricing 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	No Telstra pricing 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	1	Display Telstra pricing in main body of ad
	No pricing (voiceover) [TV, services exceeding \$2.00] Telstra rule	1	Convey pricing in voiceover as well as displaying in video
	Pricing illegible 3.1.3; 4.1.4; Telstra rule	1	Increase point size, alter colour scheme to improve contrast, or both
	Signup cost illegible 3.1.3; Telstra rule	1	Increase point size, alter colour scheme to improve contrast, or both
	Pricing displayed only in summary T&Cs 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	Pricing displayed at improper attitude 3.1.3; 4.1.4	1	Display pricing in same orientation and direction as shortcode or primary purchase mechanism
	Unclear pricing 3.1.3; 4.1.4	1	Display full and correct pricing in prescribed format: \$XX.XX
	Unclear Telstra pricing 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	1	Specify Telstra pricing individually
	Complete pricing displayed only in summary T&Cs 3.1.3; 4.1.4	1	Display complete pricing, including signup cost if applicable, in main body of ad
	Pricing displayed within insufficient proximity to call-to-action or MSISDN-submit field 3.1.3; 3.1.4	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	Pricing displayed within insufficient proximity to subscription disclosure 3.2.3	1	Display pricing within three line breaks of subscription disclosure, directly above, below, or to either side, with no intervening text or graphics
	Incomplete pricing 3.1.3; 3.2.3	1	Disclose complete MO and MT pricing
	Pricing point size, subscription disclosure point size, or both too small Telstra rule	2	Increase pricing and subscription disclosure point size to at least 66% as large as MSISDN point size
	Pricing point size too small [print] 3.1.6	2	[shortcode point size is 24 to 48] Increase pricing point size to at least 25% as large as shortcode point size [shortcode point size is larger than 48] Increase pricing point size to at least 12
	Pricing point size too small [online and TV] 3.1.5; 3.1.7	2	Increase pricing point size to at least 50% as large as shortcode point size
	Pricing display time too brief [TV] 3.1.3; 3.1.5	2	Display pricing for at least 10 uninterrupted seconds or for as long as shortcode is displayed, whichever is longer
	Pricing displayed below fold [online @ 1024 x 768] 3.1.3; 3.1.7	2	Display pricing above fold in main body of ad
	Telstra pricing displayed only in summary T&Cs 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	2	Display Telstra pricing in main body of ad
Conflicting pricing 3.1.3; 4.1.4	2	Display pricing accurately, consistently, in prescribed format throughout ad: \$XX.XX	
Use of <i>free</i> , <i>complimentary</i> , or similar term implying product that comes with purchase is without charge 3.1.14	2	Remove <i>free</i> , <i>complimentary</i> , or other such term	
Subscription	No subscription disclosure 3.2.3	1	Disclose subscription nature of offer by displaying word <i>subscribe</i> or <i>subscription</i> in main body of ad
	No subscription disclosure (voiceover) [TV] 3.2.3	1	Convey subscription nature of offer in voiceover as well as displaying in video
	Subscription disclosure illegible 3.2.3	1	Increase point size, alter colour scheme to improve contrast, or both
	Subscription disclosure displayed below fold [online @ 1024 x 768] 3.2.3	1	Display subscription disclosure above fold in main body of ad

Telstra Advertising Infringements and Actions Required <i>continued</i>			
	<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Subscription <i>continued</i>	Subscription disclosure displayed only in summary T&Cs 3.2.3	1	Disclose subscription nature of offer by displaying word <i>subscribe</i> or <i>subscription</i> in main body of ad
	Subscription disclosure displayed at improper attitude 3.1.3	1	Display subscription disclosure in same orientation and direction as shortcode or primary purchase mechanism
	Subscription disclosure displayed within insufficient proximity to call-to-action or MSISDN-submit field 3.1.4	1	Display subscription disclosure within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	Subscription disclosure displayed within insufficient proximity to pricing 3.2.3	1	Display subscription disclosure within three line breaks of pricing, directly above, below, or to either side, with no intervening text or graphics
	No charge period 3.2.3	1	Display charge period in main body of ad
	Charge period illegible 3.1.3	1	Increase point size, alter colour scheme to improve contrast, or both
	Charge period displayed only in summary T&Cs 3.2.3	1	Display charge period in main body of ad
	Subscription disclosure point size too small [print] 3.2.3	2	[shortcode point size is 24 to 48] Increase subscription disclosure point size to at least 25% as large as shortcode point size [shortcode point size is larger than 48] Increase subscription disclosure point size to at least 12
	Subscription disclosure point size too small [online and TV] 3.2.3	2	Increase subscription disclosure point size to at least 50% as large as shortcode point size
	Subscription disclosure display time too brief [TV] 3.2.3	2	Display subscription disclosure for at least 10 seconds or for as long as shortcode is displayed, whichever is longer
	Unclear charge period 3.2.3	2	Display charge period accurately, consistently, among main body of ad, call-to-action, and summary T&Cs
	Minimum subscription period 5.1.7	2	Remove stipulation for minimum subscription period
T&Cs	Summary T&Cs illegible 3.1.3; 3.2.3; 4.1.4	1	Increase point size and alter colour scheme to improve contrast
	No local-charge or free-call Helpline number 3.1.3; 4.1.7; 6.1.2; 4.1.4	1	Display local-charge or free-call Helpline number
	Alphanumeric Helpline number 3.1.3; 4.1.7; 6.1.2; 4.1.4	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
	No unsubscribe information 3.2.3; 4.1.7	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
	Unclear unsubscribe information 3.2.3; 4.1.7	2	Associate unsubscribe command with shortcode and preface with "Send," "Text," "SMS," or "Reply" (e.g., Send STOP to 19XXXX)
	Incorrect unsubscribe information 3.2.3; 4.1.7	2	Display <i>STOP</i> as unsubscribe command
	Unsubscribe information too small [TV] 3.2.3; 4.1.7	2	Increase unsubscribe information point size to at least as large as promotional font
	Failure to display time-accuracy statement [publications with shelf-life of 3 months or more] Telstra rule	2	State that T&Cs were correct on publication as well as publication date; disclose if charges increase during life of promotion
	No instructions for opting out of marketing, prompt, or inducement messages 3.1.23	2	Display instructions or link for opting out of marketing, prompt, or inducement messages
	Unclear instructions for opting out of marketing, prompt, or inducement messages 3.1.23	2	Articulate instructions clearly or display link labeled clearly for opting out of marketing, prompt, or inducement messages
	No account holder authorisation disclosure [under age 18] 3.1.20	2	Disclose clearly that customers under age 18 must have account holder's permission

Telstra Advertising Infringements and Actions Required <i>continued</i>			
	<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
T&Cs <i>continued</i>	Failure to identify content provider [reverse charge billing services only] 4.1.4	2	Identify content provider by name
	No end date [e.g., competitions and voting services] 4.1.3	3	Display end date
	No refund arrangements [e.g., competitions and voting services] 4.1.3	3	Display refund arrangements
Charges and Billing	No mention that data fees might apply [content downloads and reverse charge billing services only] 4.1.3; 4.1.4	2	Disclose that data fees might apply