



MORGAN - Guidelines for marketing of services by use of banners on the Internet

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1. GENERAL

- 1.1 These guidelines are issued in order to guide MORGAN's member companies when marketing services by use of banners on the Internet.
- 1.2 MORGAN has further issued Morgan's Code of Conduct, adopted on 15 October 2008, which contains general rules on marketing in section 3. When marketing premium services, the Ethical Council for Premium Service's Ethical Rules apply as well (Sw. Etiska rådet för betalteletjänsters Etiska Regler).
- 1.3 All marketing measures shall be in accordance with current marketing legislation and fair marketing practices.

2. BANNER MARKETING

- 2.1 For the purpose of these guidelines, the concept/term "banner" shall mean a advertisement which appears as a separate and well distinguishable part of a web site on the Internet.
- 2.2 It shall be evident from the design of the banner that the banner is part of a commercial message originating from a commercial actor.
- 2.3 The identity of the commercial actor responsible for the message must not be disclosed in the banner. Such information and other essential and relevant information shall be presented in accordance with what is stated under item 2.4 below.

- 2.4 When the user clicks on the banner he/she shall be immediately forwarded to a web site where the following information appears:
- (i) the identity and address of the service provider responsible for the commercial message,
 - (ii) contact information and telephone number to the customer support of the service provider,
 - (iii) any and all conditions for using the service offered, such as:
 - description of the service (subscription service, position based service or other service),
 - information on technical compatibility, that is information on for which telephone and which configuration the service works,
 - information on applied tariffs and the terms for payment, and
 - information on how the service is terminated.
- 2.5 Information according to 2.4 above shall be stated horizontally and with a clear and easily readable typing in terms of size, colour and position.
- 2.6 If information is provided as a movable exposure, information on applied tariffs shall be exposed during as long a time period as the telephone number, the short code or other relevant information or mechanism relevant to order the service.
- 2.7 "Tariff" means price/minute or, in case of a so called "price per service" service, the total cost for the service used. In case of price per service services, the cost for using the service is predetermined.
- 2.8 The principles for calculation of total costs for using the service shall, with regard to mobile premium rate services, be stated irrespective of the number of sent or received messages. In case of subscription services, the cost shall be stated as costs per message or cost per time period with addition of possible extra fees.
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