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OFCOM / Tel. number regulation support.

*Document Status:* Release

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## 1 Introduction

OFCOM regulation has been updated, relating to the use of non-geographical telephone numbers. Phone lines that can be used by customers to make inquiries / complaints after a sale must be charged at no more than the 'basic rate'. The government's guidance says this means not only no 09 numbers but also no 0845 or 0870 numbers even though these are commonly used by businesses as "local rate" numbers. These rules apply even to general inquiry lines if consumers for post-contract queries use these.

OFCOM states "*The changes will all come into place on the same day, 1 July 2015.*"

<http://stakeholders.ofcom.org.uk/consultations/simplifying-non-geo-no/>

To support clients Sitemorse understands and continually, comprehensively catalogues every element of every asset, on every page on every one of your digital properties (web, social and mobile) this includes the use of telephone numbers – not just on web pages but within PDF, Word, PowerPoint and Excel content.

We have a short video available to assist <https://secure.sitemorse.com/video.html?v=telephone>

The staged approach offered on the coming pages could also be useful for completing any content remediation exercise – change of brand name, logo, product or service - for clients who have fully deployed our 3<sup>rd</sup> Generation service there should be limited if any manual searching, remediation reporting or on-going content assessment required.

## 2 Staged Approach

### 2.1 Stage 1 – understand

Initially the first task is to understand exactly what numbers you have across the differing page types (web, social, mobile – PDF and office docs).

Using Sitemorse, this detail can be found within the Inventory section (Dashboard > Inventory > Tel numbers)

**3.8/10**  
BlackRock

**Inventory for BlackRock**

Completed: 16 May 2015 at 05:40

Reviewed (partial site check)

HTML	125 pages
PDF	820 pages in 123 documents
Word	None found
Excel	15 documents
PowerPoint	None found

- No major issues, you may be interested in checking the results.
- Potential issues that would benefit from your attention.
- Issues that would benefit from your attention.

Files 'by type' | **Telephone No.** | Email breakdown | Linking details

16 May 2015 at 05:40  
8 Priorities  
Report  
**Inventory**  
Visual Archive  
Benchmarks & KPIs  
Journeys & Monitoring

**Site inventory - Telephone numbers**

In looking at the 945 pages across your digital landscape (125 web pages, 820 PDF pages and 15 Microsoft Office documents) we found a total of 109 unique telephone numbers, of which 0 may require your attention. This list of telephone numbers is specially provided to assist you in the management of your site, and should not be used for any other purpose.

The UK Government is advising companies that use of "revenue sharing" telephone numbers that start with 084, 087 and 09 should move to telephone numbers that are charged at the geographic rate or are free from landlines.

The Implementing Guidance for "Consumer Contracts", which applies to a trader selling goods, services or digital content to a consumer", as well as Government bodies, prohibits providing customer helplines that charge more than the basic call rate.

Search for a number:

Summary of telephone numbers found

	Web pages	Social	PDF	Word	Excel	PowerPoint
<b>Prohibited</b>						
Contact us to setup	0	0A	0	0	0	0
<b>UK Special services</b>						
082	0	0A	0	0	0	0
084	0	0A	11	0	0	0
087	1	0A	0	0	0	0
<b>UK Premium rate services</b>						
09	0	0A	0	0	0	0
<b>UK Freephone</b>						
0500	0	0A	0	0	0	0
0800	53	0A	79	0	0	0
0808	0	0A	0	0	0	0

### 2.2 Stage 2 – prioritise

Once the detail as to the actual use of numbers is available, next is to look at remediation. For clients that have deployed the 3<sup>rd</sup> Generation service this is can be automated with Sitemorse mapping the discovered numbers and based on consumption of the content, frequency of page update – organisation value of the page the order as to which updates should be applied is provided.

### 2.3 Stage 2 – remediation

Against a prioritised list (after all if no one reads a particular PDF there is limited value in updating the number here in the initial remediation round) each instance of number usage should be action, Sitemorse workflow automates the distribution process (if implemented) improving efficiency significantly – we also track time taken for individuals to complete the update.

Example of the detailed offered to remediation staff – top image showing the details of the PDF containing the number, down to the specific page. The lower image showing the number highlighted on the web page.

Site inventory - Telephone numbers

In looking at the 945 pages across your digital landscape (125 web pages, 820 PDF pages and 15 Microsoft Office documents) we found a total of 109 unique telephone numbers, of which 0 may require your attention. This list of telephone numbers is specially provided to assist you in management of your site, and should not be used for any other purpose.

The UK Government is advising companies that use of "revenue sharing" telephone numbers that start with 084, 087 and 09 should move to telephone numbers that are charged at the geographic rate or are free from landlines.

The Implementing Guidance (3) for "Consumer Contracts", which applies to "a trader selling goods, services or digital content to a consumer", as well as Government bodies, prohibits providing customer helplines that charge more than the basic call rate.

Search for a number:

0800 023 3466 - Freephone

URL	Line / Page / Pos
<a href="http://www.blackrock.com/uk/individual/literature/press-release/shares-etfs-hit-15-9-april-2015-press-release.pdf">http://www.blackrock.com/uk/individual/literature/press-release/shares-etfs-hit-15-9-april-2015-press-release.pdf</a>	Page 5
<a href="http://www.blackrock.com/uk/individual/literature/press-release/currency-hedged-launches-7-april-2015-press-release.pdf">http://www.blackrock.com/uk/individual/literature/press-release/currency-hedged-launches-7-april-2015-press-release.pdf</a>	Page 4
<a href="http://www.blackrock.com/uk/individual/literature/press-release/shares-uk-real-estate-product-18-march-2015-press-release.pdf">http://www.blackrock.com/uk/individual/literature/press-release/shares-uk-real-estate-product-18-march-2015-press-release.pdf</a>	Page 5
<a href="http://www.blackrock.com/uk/individual/literature/press-release/shares-china-a-share-13-april-2015-press-release.pdf">http://www.blackrock.com/uk/individual/literature/press-release/shares-china-a-share-13-april-2015-press-release.pdf</a>	Page 5
<a href="http://www.blackrock.com/uk/individual/literature/press-release/shares-launches-two-etfs-offering-targeted-exposure-4-february-15-press-release.pdf">http://www.blackrock.com/uk/individual/literature/press-release/shares-launches-two-etfs-offering-targeted-exposure-4-february-15-press-release.pdf</a>	Page 5

Sitemorse  
digital confidence

Site was last checked at 04:47 on 16 May 2015 | Forward Snapshot

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Investor relations

Unit Trusts and Investment Trusts  
Email: uk.investor@blackrock.com

Fax: 0870 707 0144

Offshore - Lu: 0870 707 0144 - Revenue sharing number  
Email: investor.services@blackrock.com

Isle of Man  
Email: oem.investor@blackrock.com  
Call: 01624 671120

At BlackRock we take all complaints seriously, please view our complaints handling procedures for more information.

BLACKROCK

**2.4 Stage 4 – Review**

This stage is to carry out a thorough audit to ensure remediation has been completed successfully (and no new content has been added). Against every allocated change, confirmation of the change (date actioned / by whom) would be beneficial to report, also against each page of content, confirmation of it being checked and remediated, where appropriate.

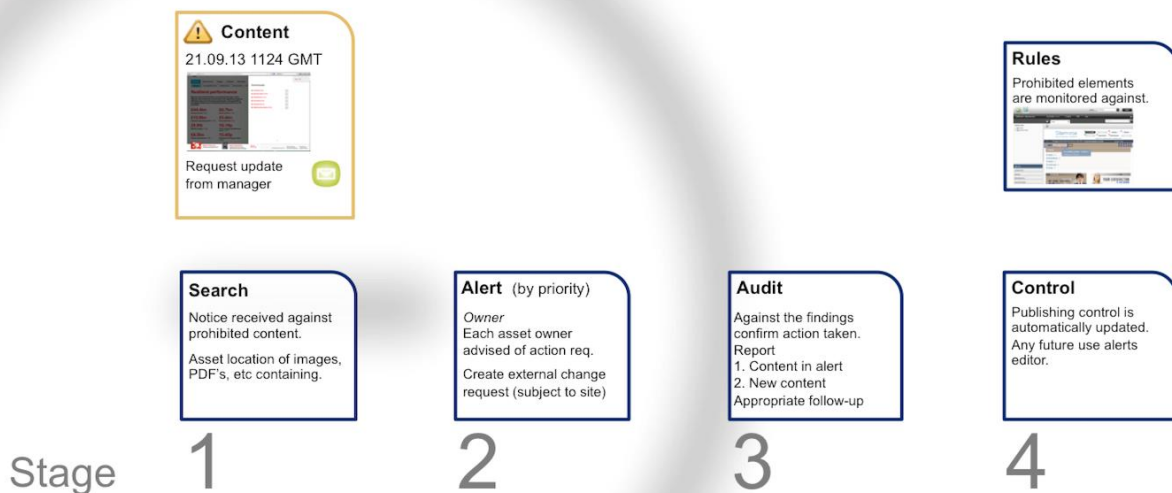
**2.5 Stage 5 – Update content standards**

In publishing going forward, content author / editors need to be aware of the regulatory change and ensure that no new content is published contained prohibited numbers – for Sitemorse clients, this is a simple update to the rules setup, where clients have integration to publishing (each and every page assessed as part of the publishing workflow – independently by Sitemorse but within the CMS).

**2.6 Stages summarised.**

## One step ahead

Managing immediate content change.



### Disclaimer

This document is offered as an overview and a starting point only – it should not be used as a single, sole authoritative guide. You should not consider this as legal guidance. The services provided Sitemorse (UK Sales) Ltd is based on an audit of the available areas of a website at a point in time. Sections of the site that are not open to public access or are not being served (possibly be due to site errors or downtime) may not be covered by our reports. Where matters of legal compliance are concerned you should always take independent advice from appropriately qualified individuals or firms.

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