

Orange Channel Briefing

PAYG

October - January 2009

Issued 6th October 2009

Changes are highlighted in blue

Headlines

Priorities

1. Animal packages
2. Bright Top Ups
3. Magic Numbers

What starts

1. [Dolphin offer on mobile internet browsing](#)
2. Adjusted data pricing-25MB cap for daily browsing
2. Magic numbers – customer details no longer required when signing up
3. Changes to Canary benefits and removal of landline calls

What ends

1. 6 months free BlackBerry Internet Service

For all other proposition support, please refer to <http://enable.orange.co.uk/hub>

1. PAYG Animals

Background

Animals provide customers with a segmented approach to pay as you go that offers greater choice. Each animal represents a different package, offering the customer different types of rewards. In addition to this different levels of rewards will be provided for the customer depending on their monthly top-up.

Market research has shown that customers have a positive reaction to animals:

- Customers find animals to be more memorable, fun and user friendly than standard PAYG.
- More choice for PAYG customers with the perception of PAYM value.
- Animals provide them with an excellent means of selecting the right package.
- Animals preference was diverse across groups.

What is it?

Animals will launch on pay as you go with the following four packages – Dolphin, Canary, Raccoon, Camel and Monkey, the new tariff that launched 30th July 2009.

Please note: When customers join they will be on Orange Starter with a 20p per minute flat rate for calls and 10p for texts, without a reward. Customers will be on this prior to registering for one of the animal packages. Every customer who joins Orange will be encouraged to sign up for an animal package. Those who do not take an animal package will remain on Orange Starter which they are put onto at point of activation – a 20p flat rate.

When is it available?

Existing Customers

For existing customers this offer will also be available from these dates, however if they switch to an animal package they may not be able to return to their current tariff – see business rules.

When is it available?

Dolphin: 1 October 2009 – On-going (free mobile internet browsing)

Monkey: 30 July 2009 - On-going

Canary: 2 September - On-going (new rewards)

Existing Animals: 23 April 2008 - On-going

There will be no end date as this is a tariff refresh.

From launch the following will no longer be available to new customers or existing customers wishing to migrate:

Speak Easy

Unlimited text/Free text trigger

Bonus Top-up

Call Abroad/Mob Mates

Who can get it?

The PAYG animal packages are available to both new and existing Orange PAYG customers.

The NEW customer experience

All new PAYG customers will be placed on Orange Starter when they activate. The customer will be advised to choose an animal that best suits their needs to get the best value. If the customer chooses not to engage with Orange and choose an animal package then they will remain on Orange Starter, with no reward benefit.

How to choose your animal

From 27 May 08, customers will no longer need to register their details to choose an animal package. When calling through to the IVR on 343 or 450, customers will simply be able to select their package. The next stage will be to give customers the option of registering their details if they wish, launch date for this is TBC.

Accounts using Enable:

1. store staff can register customers through Enable and place them onto the correct package

- the customer can ring the animals IVR, 343, and choose their animal package. Even though there is a specific animals IVR set up an option for animals will remain on 450, choose options 3, 2, 1.
- customers can choose their animal online at www.orange.co.uk/payasyougreg

Specialists & Unassisted:

- the customer can ring the animals IVR, 343, and choose their animal package. Even though there is a specific animals IVR set up an option for animals will remain on 450, choose options 3, 2, 1.
- customers can choose their animal online at www.orange.co.uk/payasyougreg

The EXISTING customer experience:

They can choose their animal through any of the methods mentioned above – IVR or online at www.orange.co.uk/payasyougreg

Comms:

Call charges

call type	cost per minute/message on Racoon	cost per minute/message on Dolphin, Canary, Camel, Monkey & Orange Starter
Orange to Orange	15p	20p
Orange to standard UK landlines (01,02 and 03 numbers)	15p	20p
Orange to other UK mobile networks	15p	20p
Answer Phone	15p	20p
Text Messaging	10p	
Photo Messaging	30p	
Video Messaging	50p	
Video Calling to Orange phones	30p	
Video Calling to other UK mobile networks	50p	

From 13th November 2008, the cost for Photo Messages over 50 KB will now be reduced from 50p to 30p each.

There is a minimum call charge of 15p per call for Racoon and 20p per call for Starter, Dolphin, Canary, Camel and Monkey (excluding IDD calls on Camel). Calls will be rounded up to the nearest minute.

Calls to premium rate and other special numbers

number prefix	cost (per minute)
Calls to Charity Helplines	Free. Visit orange.co.uk/charity for full details
Calls to 0800/0500 numbers	40p
Calls to 0845 numbers	40p
Calls to 0870 numbers	40p
Calls to 0844 numbers	40p
Calls to international call forwarding services (e.g. 07744/07755)	same as calls to other UK mobile networks
Calls to 0871 numbers	40p
Calls to personal number services (07000/07017/07020/07050/07010)	50p
Premium rate numbers (09)	<p>Band 1: Calls advertised as 10p - 40p per min from a BT landline cost 50p per min on Orange. Calls advertised as 10 - 40p per call from a BT landline cost 50p per call on Orange.</p> <p>Band 2: Calls advertised as 41p - 70p per min from a BT landline cost 90p per min on Orange. Calls advertised as 41p - 70p per call from a BT landline cost 90p per call on Orange.</p> <p>Band 3: Calls advertised as 70p - £1 per min from a BT landline will cost £1.20 per min on Orange. Calls advertised as 70p - £1 per call from a BT landline cost £1.20 per call on Orange.</p> <p>Band 4: Calls advertised as more than £1 per min from a BT landline cost £1.70 per min on Orange. Calls advertised as more than £1 per call from a BT landline cost £1.70 per call on Orange.</p>

Please note: new per minute call rates to non-geographic numbers from 2 September 2009

Adjusted data pricing

From 2 September 2009 pay as you go customers won't be charged more than £2 per day for data, unless they use more than 25 megabytes in a single day. So, as long as the daily use is not excessive, customers will never be charged more than £2 in a single day - and in most cases, much less..

For information, 25 megabytes is approximately equivalent to the following:

- viewing 4000 wap pages
- or downloading 25 high quality music tracks
- or sending around 2500 short emails each containing up to 100 words
- or sending/downloading up to 100 video clips

Camel rates when calling abroad from the UK

	Price per minute <i>(incl. VAT)</i>		Price per SMS <i>(incl. VAT)</i>
	Fixed	Mobile	
Albania	£ 0.13	£ 0.13	£ 0.15
Andorra	£ 0.07	£ 0.20	£ 0.15
Anguilla	£ 0.15	£ 0.20	£ 0.15
Antigua and Barbuda	£ 0.15	£ 0.20	£ 0.15
Australia	£ 0.06	£ 0.13	£ 0.15
Austria	£ 0.05	£ 0.10	£ 0.15
Bahamas	£ 0.07	£ 0.07	£ 0.15
Bangladesh	£ 0.12	£ 0.20	£ 0.15
Barbados	£ 0.15	£ 0.20	£ 0.15
Belarus	£ 0.24	£ 0.23	£ 0.15
Belgium	£ 0.05	£ 0.10	£ 0.15
Bermuda	£ 0.07	£ 0.07	£ 0.15
Bosnia	£ 0.18	£ 0.26	£ 0.15
Brazil	£ 0.12	£ 0.20	£ 0.15
Bulgaria	£ 0.10	£ 0.26	£ 0.15
Canada	£ 0.06	£ 0.06	£ 0.15
Cayman Islands	£ 0.15	£ 0.20	£ 0.15
China	£ 0.06	£ 0.07	£ 0.15
Croatia	£ 0.07	£ 0.20	£ 0.15
Cyprus	£ 0.10	£ 0.20	£ 0.15
Czech Republic	£ 0.07	£ 0.20	£ 0.15
Denmark	£ 0.07	£ 0.20	£ 0.15
Dominica	£ 0.15	£ 0.20	£ 0.15
Estonia	£ 0.07	£ 0.20	£ 0.15
Faroe Islands	£ 0.18	£ 0.18	£ 0.15
Finland	£ 0.07	£ 0.19	£ 0.15
France	£ 0.05	£ 0.10	£ 0.15
Georgia	£ 0.11	£ 0.11	£ 0.15
Germany	£ 0.06	£ 0.20	£ 0.15
Ghana	£ 0.12	£ 0.15	£ 0.15
Gibraltar	£ 0.07	£ 0.29	£ 0.15
Greece	£ 0.06	£ 0.20	£ 0.15
Grenada and Carriacou	£ 0.15	£ 0.20	£ 0.15
Hong Kong	£ 0.06	£ 0.06	£ 0.15
Hungary	£ 0.07	£ 0.20	£ 0.15
Iceland	£ 0.07	£ 0.23	£ 0.15
India	£ 0.06	£ 0.14	£ 0.15
Indonesia	£ 0.12	£ 0.18	£ 0.15
Iran	£ 0.14	£ 0.20	£ 0.15
Iraq	£ 0.55	£ 0.55	£ 0.15
Ireland	£ 0.06	£ 0.20	£ 0.15
Israel	£ 0.07	£ 0.20	£ 0.15
Italy	£ 0.06	£ 0.20	£ 0.15
Jamaica	£ 0.08	£ 0.20	£ 0.15
Japan	£ 0.10	£ 0.18	£ 0.15
Kenya	£ 0.24	£ 0.30	£ 0.15

	Price per minute <i>(incl. VAT)</i>		Price per SMS <i>(incl. VAT)</i>
	Fixed	Mobile	
Latvia	£ 0.12	£ 0.12	£ 0.15
Liechtenstein	£ 0.08	£ 0.43	£ 0.15
Lithuania	£ 0.12	£ 0.12	£ 0.15
Luxembourg	£ 0.05	£ 0.10	£ 0.15
Macedonia	£ 0.15	£ 0.15	£ 0.15
Malaysia	£ 0.06	£ 0.08	£ 0.15
Malta	£ 0.14	£ 0.20	£ 0.15
Moldova	£ 0.16	£ 0.16	£ 0.15
Monaco	£ 0.07	£ 0.20	£ 0.15
Montserrat	£ 0.15	£ 0.20	£ 0.15
Netherlands	£ 0.06	£ 0.20	£ 0.15
New Zealand	£ 0.06	£ 0.30	£ 0.15
Nigeria	£ 0.06	£ 0.20	£ 0.15
Norway	£ 0.07	£ 0.20	£ 0.15
Pakistan	£ 0.09	£ 0.25	£ 0.15
Philippines	£ 0.24	£ 0.24	£ 0.15
Poland	£ 0.05	£ 0.10	£ 0.15
Portugal	£ 0.06	£ 0.20	£ 0.15
Puerto Rico	£ 0.07	£ 0.07	£ 0.15
Romania	£ 0.05	£ 0.10	£ 0.15
Russia	£ 0.20	£ 0.40	£ 0.15
San Marino	£ 0.06	£ 0.06	£ 0.15
Singapore	£ 0.05	£ 0.05	£ 0.15
Slovakia	£ 0.05	£ 0.10	£ 0.15
Slovenia	£ 0.08	£ 0.26	£ 0.15
Somalia	£ 0.65	£ 0.65	£ 0.15
South Africa	£ 0.06	£ 0.20	£ 0.15
South Korea	£ 0.07	£ 0.15	£ 0.15
Spain	£ 0.05	£ 0.10	£ 0.15
Sri Lanka	£ 0.15	£ 0.20	£ 0.15
St Kitts and Nevis	£ 0.15	£ 0.20	£ 0.15
St Lucia	£ 0.15	£ 0.20	£ 0.15
St Vincent and The Grenadines	£ 0.15	£ 0.20	£ 0.15
Sweden	£ 0.07	£ 0.20	£ 0.15
Switzerland	£ 0.05	£ 0.10	£ 0.15
Taiwan	£ 0.08	£ 0.12	£ 0.15
Thailand	£ 0.06	£ 0.15	£ 0.15
Trinidad and Tobago	£ 0.15	£ 0.20	£ 0.15
Turkey	£ 0.06	£ 0.18	£ 0.15
Turks and Caicos Islands	£ 0.15	£ 0.20	£ 0.15
UAE	£ 0.18	£ 0.18	£ 0.15
Ukraine	£ 0.21	£ 0.25	£ 0.15
USA	£ 0.06	£ 0.06	£ 0.15
Virgin Islands UK	£ 0.15	£ 0.20	£ 0.15
Virgin Islands US	£ 0.07	£ 0.07	£ 0.15
Zimbabwe	£ 0.12	£ 0.30	£ 0.15

Dolphin

Before 1st October we've only talked about free access to Facebook, Bebo and Twitter on Dolphin.

We're now going to make it clear that people can get free access to the **internet**.

So basically, where we've previously talked about access to Facebook, Bebo and Twitter, we now just talk about web access.

Comms

- *In short descriptions like tariff tables:*
Dolphin – free internet and texts
- *How we talk about the web benefit:*
Get free internet every month when you top up £10 with Dolphin
- *When referring to both internet and texts:*
Choose Dolphin and get free texts and free internet on your phone every month, just by topping up £10.

Monkey

Background

On the 30th July 2009 we are added a new Animal package to our existing range - Monkey

Monkey gives customers free access to music, both on their handset and online.

By calling the Monkey music line on 247 from their handsets customers can listen to over 300,000 thousand music tracks for free. What's more by visiting www.orange.co.uk/monkey they can create play lists and share them with their friends.

92% of under 18's own an mp3 player and yet music isn't a product people like to spend their budget on. Monkey gives the opportunity for our customers to get access to all the latest tracks without spending money buying them. By gaining access to Universal Music's entire music library, Monkey customers are able to search for their favourite tracks and listen to them for free and share them with their friends.

What is it?

Monkey works just like our current animal packages with increased rewards for higher top-ups. Customers who choose Monkey will be able to get free access to music for 30 days via the online site and IVR with each £10 minimum monthly top-up. They will also get free texts depending on how much they top up- see table below:

Top up Required	Free Texts	Music Line	Music online
<£10	0	5p per min	n/a
£10	300	Free *	Unlimited access
£20	600	Free *	Unlimited access
£30+	1000	Free *	Unlimited access

* Music line subject to 600 minute monthly cap.
All rewards last for 1 month and do not roll over

The website which is powered by '4 Music' is where customers can go to create playlists of up to 60 tracks that can be refreshed daily. They will be able to search and listen to tracks while on their PC. Each playlist they create will be given a 6 digit code allowing users to share playlists with other users and friends.

The playlists can then be listened to via any handset by calling the music line on 247. This line will have a range of options that will be communicated by a DJ giving customers the option to listen to 8 pre created playlists, listen to their own playlists or enter the 6 digit code of another user's playlist.

Anyone can access the music line and will have limited access to the online player but only Monkey customers can get this for free along with full access to the online player.

Customers can use any PC in the world to access and use the online site. It is very easy to use and will have a huge variety of music on it. It also doesn't matter what phone is used.

Customers will also receive one weekly text containing special offers from great brands. By choosing Monkey, customers agree to this and if they wish to opt out at any stage they can call 343 to change tariff.

When is it available?

Monkey: 30 July 2009 – On-going
Existing Animals: 23 April 2008 – On-going

Who can get it?

Monkey is available to all pay as you go customers. If they are on a current reward, they can move straight on to Monkey but their rewards will start once the previous rewards finish. Customers can only change their Animal package once every 30 days. If they are on a legacy tariff they may not be able to retain that offer later on.

All customers can give Monkey a try without choosing it as their animal package. The music line is available to anybody not on Monkey at a cost of 5p a minute. Anybody visiting the Monkey website will also have limited access to the site.

Terms and Conditions

Short Terms (Excluding Camel)

Dolphin: Minimum top-up of £10 a month. UK texts only. Reward starts from 300 texts for £10 monthly top-up. Unlimited texts subject to a fair usage policy and £30 monthly top-up. Free internet is UK only and subject to a 50MB cap and minimum £10 top-up. Orange considers 50MB sufficient for typical mobile internet browsing usage. It is insufficient for streaming of audio/video content, Pier to Pier, file sharing or Voice over Internet Protocol (VOIP) calls and internet tethering. If customers do any of this they should expect to exceed the 50MB cap and be charged at standard data rates. Canary: Minimum top-up of £10 a month. UK evening and weekend calls only. Reward starts from 120 mins for £10 monthly top-up to 240 mins for a £30 monthly top-up. Monkey: Minimum top-up of £10 a month. UK texts only. Reward starts from 300 free texts and music access. Free music access online is unlimited. Free music access on your mobile phone subject to 600 minutes cap. Includes messages from us about other brands. Call 343 to opt out by changing tariff. Calls and texts to standard UK landlines/mobiles. Calls to call forwarding (including 07), 070, 08 and 09 numbers will be charged up to a maximum of 35p/min, 50p/min, 55p/min and £1.70/min or per call for 09 numbers. Minimum call charge 15p for Raccoon package and 20p for all other service plans. For full terms and price guide:

Dolphin:

Dolphin: Minimum top-up of £10 a month. UK texts only. Reward starts from 300 texts for £10 monthly top-up. Unlimited texts subject to a fair usage policy and £30 monthly top-up. Free internet is UK only and subject to a 50MB cap and minimum £10 top-up. Orange considers 50MB sufficient for typical mobile internet browsing usage. It is insufficient for streaming of audio/video content, Pier to Pier, file sharing or Voice over Internet Protocol (VOIP) calls and internet tethering. If customers do any of this they should expect to exceed the 50MB cap and be charged at standard data rates. Call 343 to choose Dolphin. For full terms and price guide see orange.co.uk/payasyougo

Canary:

Canary: Minimum top-up of £10 a month. UK evening and weekend calls only. Free calls only apply to standard UK mobile numbers – landlines and AnswerPhone not included. Reward starts from 100 minutes for £10 monthly top-up.

Canary rewards have changed to offer a different selection of minutes: see table above. Landlines are no longer included in the bundle. Existing customers already on Canary are not affected unless they choose to migrate to the new tariff.

Monkey:

Monkey: Minimum top-up of £10 a month. UK texts only. Reward starts from 300 free texts and music access. Free music access online is unlimited. Free music access on your mobile phone subject to 600 minutes cap.

Camel specific short terms and conditions:

Prices include VAT. UK chargeable calls are subject to a minimum call charge of 20p. No minimum call charge applies for international calls. Both UK and international calls are billed per minute.

PAYG Animal Packages- Terms and Conditions

1. PAYG Animal Packages are open to all Orange Pay as You Go Customers. Existing customers moving to a PAYG Animal Package may not be able to return to their old tariff.
2. Where the Reward is dependent on monthly top-ups, you must top up by £10 or more per month.
3. The Rewards are:

Animal Package	Racoon	Camel	Dolphin	Canary	Monkey
Minimum Top up	None	None	£10	£10	£10
Reward	5p off call rates	Calls abroad from 5p	Free texts and access to online community sites	Free evening and weekend minutes	Free music and texts

4. If you top-up by the minimum amount below, your monthly reward will be:

Minimum level of top up	Dolphin	Canary	Monkey
£10 top up	300 texts and free access to online community sites	100 free evening and weekend minutes	Free music and 300 free texts
£20 top up	600 texts and free access to online community sites	200 free evening and weekend minutes	Free music and 600 free texts
£30 top up	Unlimited texts and free access to online community sites	300 free evening and weekend minutes weekends	Free music and 1000 free texts

5. You will be sent a free text message letting you know when your monthly rewards start.
6. **Free texts** - person to person texts in the UK. Unlimited free texts subject to fair usage policy of 3000 texts per month. Usage above this amount will constitute abuse and Orange may monitor usage and withdraw the benefit from your account.
7. **Free evening and weekend** minutes - calls made between 7pm and 7am Monday to Friday and 7pm Friday to 7am Monday. Calls are to UK mobiles and standard UK landlines (beginning 01/02/03) and your Orange answerphone.
8. **Calls abroad** - calls made from your mobile to mobiles and landlines in the countries listed at www.orange.co.uk/payasyougo.
9. **No rollover** – unused benefits will not rollover to the next month.
10. **Online community sites** are Facebook, Twitter and Bebo – usage is subject to a 50MB cap – any usage over this will be charged at standard rates.
11. **Free music** - 600 minutes free access on your mobile and unlimited access online per month. Other terms apply, see www.orange.co.uk/monkey.
12. Orange reserves the right to vary or amend these terms or to withdraw the Reward at any time on reasonable notice.

Terminology

Monthly Analysis – all top ups made during the Monthly Analysis Period are analysed on the Analysis Date and the appropriate Reward/s provisioned within 72 hours.

Monthly Analysis Period – the period of time during which customers' top ups will count towards the total Accumulated Amount. This period will run from 00.00.00 on your Analysis Date until 23.59.59 on the day before your next Analysis Date.

Daily Analysis – the customers Accumulated Amount is checked daily to determine if they receive a Reward, rather than waiting until the next monthly Analysis Date.

Accumulated Amount – the value of a customers accumulated top-ups that will be used to determine if the customer qualifies for a Reward.

Analysis Date – the date on which a customers Accumulated Amount is analysed to determine if they qualify for a Reward

2. Bright Top Ups

Background

Bright Top Ups is completely free, giving people more when they top up than just their credit. It will get people excited about topping up on Orange by giving all PAYG customers a chance of winning a prize every time they put credit on their phone.

What is it?

Top up and win from Orange. Bright Top Ups gives every customer a 1 in 3 chance to win a prize every time they top up.

Entry is free and automatic with all top ups – no minimum amounts apply.

Customers are told by text what they have won and how to claim it.

So far millions of customers have won and we have a new winner every second. Since launch we have given away millions of bundles for free texts, airtime credit and mobile internet. We've also given away over a hundred weekend breaks, thousands of tickets to theme parks like Thorpe Park and even a VIP trip to LA (including personal stylist and a limo driver).

We change the prizes regularly and the latest prize pool can always be found on www.orange.co.uk/brighttopups

When is it available?

Bright Top Ups launched 1 May 2009 and is ongoing

Who can have it?

All PAYG customers will automatically be eligible for Bright Top Ups. They do have the option of opting out just by responding STOP to the 48000. This short code is shown in many Bright Top Ups text messages.

How do they get it?

Bright Top Ups is exceptionally easy for customers. All customers have to do to enter is simply top up.

We have made it as easy as possible for a customer to claim their prize and the customer will be told how in their winning text message.

- Mobile prizes- all the customer has to do is reply 'YES' to the number given in the text message and it will be put on their account.
- Non-mobile prizes- customers will be told what they have won in the message but asked to go online to claim their prize so that full delivery details can be provided www.orange.co.uk/brighttopups

Customers have 30 days to claim and can check their prize history by registering and logging on to www.orange.co.uk/brighttopups

As long as the top up is in the UK the customer will not be charged for responding to Bright Top Ups messages. All the customer has to do is top up like they usually would and enjoy the new benefits that can come with that.

Business Rules

- Bright Top Ups is available to all Orange pay as you go customers
- Customers purchasing an Extra e-voucher will not be entered for Bright Top Ups

Terms and Conditions

Short T&C's

Terms apply, see www.orange.co.uk/brighttopups for details

Full T&C's

1. Bright Top Ups ("the Promotion") is open to invited Orange UK Pay As You Go customers but excludes Orange employees, their families or any other person associated with it.
2. All entry instructions form part of these Terms and Conditions, which, by taking part, all entrants will be deemed to have accepted.
3. The Promotion commences on 30th April 2009 and will run on an ongoing basis. Orange reserves the right to withdraw or amend the Promotion at any time. Notice will be given via text message to customers who have registered for the Promotion and will be effective immediately.
4. Each top-up will be automatically entered into Bright Top Ups and winners will be randomly selected based on a 1 in 3 chance to win. Customers will receive a text message letting them know what they have won and instructions on how to claim their prize.
5. The Bright Top Ups text messages customers send and receive will be free of charge in the UK. Customers using their phones abroad making an eligible top-up will still be eligible to enter but the standard roaming rate will apply to any Bright Top Ups message sent.
6. Prizes will consist of mobile and non-mobile prizes, details of which can be found on www.orange.co.uk/brighttopups
7. Prizes must be claimed within 30 days of receipt of notification that a prize has been won unless otherwise stated. Mobile prizes will be valid for 7 days from when they are applied.
8. Mobile prizes are claimed free of charge by sending YES to the number provided in the winning message.
9. Non mobile prizes can be claimed at www.orange.co.uk/brighttopups. Winners will need to register their details, including their mobile telephone number and a valid UK delivery address. Allow 28 days for delivery of the prize. Customers under the age of 16 may require parental consent to claim some prizes.
10. Non-mobile prizes can be gifted or in the case of multiple prizes, shared with friends. Where prizes are gifted, it is the responsibility of the person accepting the prize that they comply with the minimum age requirements. For details of how to gift a prize, see www.orange.co.uk/brighttopups
11. Non-mobile prizes can only be delivered to an address within the UK. It is the customer's responsibility to ensure the delivery details provided are correct.
12. All prizes are non-transferable, non-refundable (either wholly or partly in cash) and cannot be exchanged. No cash alternative will be made available for any prize won.
13. The promoter reserves the right to substitute any prize with another prize of equal or greater value.
14. Customers who do not have internet access can claim a non-mobile prize by calling 450 instead. Calls will be charged at 25p standard rate. Customers will be sent a form on which they will need to insert their details and return to Orange. Please leave sufficient time to return the form to claim your prize within the prescribed 30 day claim period.
15. Customers will not be eligible for their prize where the top up has been refunded or where we believe they have topped up fraudulently. The decision to withhold prizes in these cases is at the sole discretion of Orange UK and no correspondence will be entered into.
16. Any eligible customer wishing to opt-out of Bright Top Ups can do so at any time by texting 'STOP' to 48000. Opting out of this promotion will not opt you out of all Orange promotions. To do this call 450 and speak to a Customer Services Advisor.
17. By entering this Promotion, entrants agree to their details being submitted to a third party for purposes of conducting the draw and shipping.
18. Customer details will not be passed onto any third party for marketing purposes.
19. Customers in Northern Ireland (only) are able to enter without having to top up. Please print out and complete the form from www.orange.co.uk/brighttopup and send it to Bright Top Ups (NPN), Dept No D5643, PO Box 99, Aylesbury, HP19 8RR. Alternatively please send your name, address and Orange phone number to Bright Top Ups (NPN), Dept No D5643, PO Box 99, Aylesbury, HP19 8RR. Only one entry per stamped envelope will be accepted per week. Any incomplete, incorrect, illegible or damaged forms will be invalid and the Promoter takes no responsibility for any entry forms which are delayed or lost in the post.
20. Any Bright Top Ups queries should be directed to www.orange.co.uk/brighttopups or by calling 450. Calls will be charged at 25p standard rate.
21. Orange reserves the right to amend, vary or cancel these terms and conditions or to withdraw this promotion at any time upon reasonable notice.
22. Promoter: Orange Personal Communications Services Limited, St James Court, Great Park Road, Almondsbury Park, Bradley Stoke, Bristol BS32 4QJ. No correspondence should be sent to this address.

3. Magic Numbers

What is it?

Magic Numbers allow customers to nominate an Orange mobile or Orange broadband number which they can call for up to an hour and only pay 20p for the whole call. Customers must top-up by £10 a month to keep getting their Magic Number reward. Customers can now nominate 3 Magic Numbers when they register their first Magic Number.

Who can have it?

All new and existing customers can have Magic Numbers from [2 September 2009](#). [Customers are no longer required to register their details before choosing their Magic Numbers](#). All new customers will be able to nominate 3 Magic Numbers when they register for Magic Numbers for the first time. All existing customers are now eligible for 3 Magic Numbers.

Customers on Racoon cannot have Magic Numbers

When is it available?

26th April 2007 - On-going
Rate increase 30 June 2008

How do they get it?

i. Register personal details

Customers must have registered their details with Orange customer services

- New customers should call 450 to register. As soon as they have registered their details they become eligible for their first Magic Number.
- Existing customers- if the customer isn't already registered with Orange, they should call 450. If they have already registered their details then they do not need to re-register

ii. Select Magic Number

Customer should then visit www.orange.co.uk and visit Your Account to nominate a number. Alternatively, the customer can call 450 to nominate their Magic Number (new customers will need to wait for the confirmation text after registering their details).

Analysis period for Magic Numbers

New customers

- The date when new customers call 450 to register will become their “analysis date”
- Customers can nominate their Magic Numbers whenever they want. They will get the Magic Number benefit until their next analysis date without having to top-up by £10
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- The customer will get a text letting them know when they can start using their Magic Number
- The customer will need to top-up by £10 before their next analysis date, to get their Magic Number benefit during the following 30 days
- On-going, the customer will need to top-up by £10 within the 30 days, starting from their analysis date.

Existing customers

- If existing customers have never registered their details – the same rules as for a new customer will apply
- If the existing customer has previously registered their details with Orange, they will just need to select a Magic Number to start benefiting from it
- If they do not already have an analysis date they will be given one a month ahead of when they first nominate their Magic Number
- The customer will get a text letting them know when they can start using their Magic Number
- The customer will need to top-up by £10 before their next analysis date, to get their Magic Number benefit during the following 30 days
- On an on-going basis the customer will be required to top-up by £10 in their monthly analysis period to use their Magic Number the following month

Comms Message:

If you're on **pay as you go**, you can talk for up to an hour for just 20p. You can have up to 3 Magic Numbers from your first day with Orange

Register your details, choose your Magic Number and keep topping up by a minimum of £10 a month to get your discounted calls. Ready to register? Call 450 to register your details. Already registered? Please sign in to [Your Account](#) or call 450 to nominate your first Magic Number.

The following terms must be communicated whenever we mention Magic Numbers:

Orange to Orange UK calls only. 3 Magic Numbers. £10 minimum monthly top-up. Not available with the Raccoon package, Free Text Trigger or any Free Evening Call promotion. Fair use and terms apply.

Business rules

- Talk for up to an hour to another Orange mobile or Orange Wireless and Talk VoIP number and only pay 20p for the whole call
- Customer must have registered their details with Orange to be eligible for their first number
- 20p is charged immediately when the Magic Number is called
- Aside from the initial period (see “analysis period for Magic Numbers”), the customer must top-up by £10 a month, to get the cheap rate to their Magic Number the following month. However, the Magic Number will return as soon as the customer is eligible again.
- Customers will get a text to let them know if they are eligible for the cheap rates to their Magic Number and when this period starts and ends. They will also be sent a text if they have failed to top-up by £10 and are not eligible.
- Magic numbers can be called at anytime of the day
- Customers can change their Magic Number once a month on PAYG
- Orange mobile phone numbers, and phone numbers on the Wireless & Talk service from Orange Broadband can be added as Magic Numbers to an eligible Orange account
- Fair usage policy – no more than 3 hours of calls a day
- Bonus Top-up credit can be used to fund Magic Number charges.
- Magic numbers cannot be added to a customers account if they have either of the Free Evening Calls promotions. If they have these promotions, they can decide which one they want by calling customer services.
- Magic Numbers is not available with the Racoon package

Terms and Conditions

- 1) Magic Numbers (the "Offer") is open to new and existing eligible Orange pay as you go customers who have registered their personal details with Orange (by calling 0800 079 0006, IVR, or online at www.orange.co.uk/payasyougoreg). By registering their details, customers will be eligible for the Offer within 24 hours.
- 2) Eligible customers who satisfy the tariff requirements can enter their first number via 'Your Account' (<http://www.orange.co.uk/youraccount/>) or through Customer Services by calling (450 from an Orange PAYG phone).

- 3) Customers with Magic Numbers active on their account at 25th April will be automatically migrated onto 3MN from 26th April 2007. The analysis date will not change.
- 4) Pay as you go customers will receive three Magic Numbers at opt-in.
- 5) The Offer is not available for those customers on the Free Text Trigger tariff or who have the Free Evening Calls promotion. Customers can call Orange customer services and ask for this promotion to be removed from their account, in which case they will become eligible for the Offer within 24hrs.
- 6) Magic Numbers can only be a personal phone number managed by Orange UK on the Orange Mobile UK network or the Orange UK Broadband Access network as part of the Wireless & Talk Service. On entry of each Magic Number, Orange will check to ensure that it is a valid Orange number and not one that has been excluded. The Offer includes standard person to person voice calls to the customer's Magic Numbers managed by Orange UK on the Orange Mobile UK network or the Orange UK Broadband Access network as part of the Wireless & Talk Service, whilst within the UK. All other calls and services are excluded and will be charged at standard rates.
- 7) If you currently have a pay as you go Offer, your Magic Numbers Offer will take your existing Analysis Date. Any top-ups that count towards your existing Offer will also be considered for your Magic Numbers Offer.
- 8) Upon opting-in for the Magic Numbers Offer, pay as you go customers will receive the Reward until their next analysis date, regardless of top-up.
- 9) If you do not currently have an Offer, your top-ups over the previous 30 days will be taken into consideration. If this Accumulated Amount is £10 or greater, you will receive the appropriate Reward/s within 72 hours and the Offer will move onto Monthly Analysis. If this Accumulated Amount is less than £10, your Reward will be suspended and your Offer will move onto Daily Analysis.
- 10) When in Daily Analysis, once your Accumulated Amount reaches a minimum of £10, the appropriate Reward will be provisioned within 72 hours, your Analysis Date will be reset to one month in the future and the Offer will go onto Monthly Analysis.
- 11) When in Monthly Analysis, all top ups made during the Monthly Analysis Period will be analysed on the Analysis Date and the appropriate Reward/s will be provisioned within 72 hours.
- 12) If you do not qualify for your Reward/s on your Analysis Date, your Reward will be suspended and the Offer will move onto Daily Analysis.
- 13) You will not be able to make any changes to your Magic Numbers while the Reward is suspended. On entering your first number for the first time, you will receive the Reward until the analysis date at the end of the Monthly Period, regardless of spend.
- 14) If the Analysis Date falls on the 29th, 30th, or 31st of a month, the Analysis Date will be set to the 28th.
- 15) Your Accumulated Amount will be reset to zero on each Analysis Date.
- 16) The Reward is such that when a customer tops up by the minimum monthly top-up of £10 or more prior to the end of the Monthly Period, and has entered a Magic Number/s, they will receive a discounted flat rate of 20p for one continuous call up to an hour of calling to the Magic Number/s every time they call that Magic Number until the end of the next Monthly Period.
- 17) Orange will inform you by text when you qualify for your Reward/s. At all other times calls will be charged at standard rates.
- 18) Any Reward/s you may have earned prior to joining the Offer will remain on the account for the duration of their original reward period.
- 19) Once the Magic Number has been entered, you will be given the Reward every time you call that Magic Number (subject to paragraph 5 above) until the number is removed from their Magic Numbers list, or until the Magic Number becomes ineligible (for example, if the Magic Number no longer remains connected to the Orange network). The Reward will take precedence over any other Extra, offer or promotion that would normally cover an Orange UK call.
- 20) The 20p charge (the "Charge") of the Reward will be made on the first second of the call to the Magic Number irrespective of call duration (providing that the call does not exceed 60 minutes). After the first hour of the call, subsequent minutes on the same call will be paid for out of the customer's credit at Standard rates. It will not be possible to decrement any bundle (e.g. an Extra) should the customer have one.
- 21) To make a call to a Magic Number you must have a minimum credit of at least 20p. If you have an airtime credit of less than the cost of a Magic Number call you will be unable to call a Magic Number until you use either your two free reserve calls or top up your balance to above 20p.
- 22) Customers making use of the Magic Numbers Reward will only have one opportunity each month to change or amend their list of Magic Numbers. If a customer has not met the minimum monthly top-up and the Reward has been suspended the customer will not be able to make changes to their Magic Number list.
- 23) For customers with the Reserve Tank Offer, please view the Reserve Tank terms for detailed information on your eligibility for the Magic Numbers Reward.
- 24) Customers who have accumulated any Magic Numbers and who subsequently move to PAYM will lose all of their Magic Numbers.
- 25) The Reward is subject at all times to a fair usage policy. The maximum total call duration to your Magic Numbers during a day is 3 hours. Should the customer exceed this limit, Orange reserves the right to charge subsequent calls to Magic Numbers at standard rates and to remove the Reward from the customer's account on notice.

- 26) Orange reserves the right to increase the Charge of the Reward or the minimum top up level at any time. Any increases will be posted on the website. Once any increase has commenced, customers will be deemed to accept these changes if they continue to use Orange Services.
- 27) Orange reserves the right to exclude numbers from being selected as a Magic Numbers and to remove numbers from the Magic Number lists of any customer at any time. Customers will be sent a text telling them that a Magic Number has been removed from their Magic Number list. Customers are able to nominate another Orange number to replace the one that has been removed.
- 28) Orange reserves the right to suspend the addition of further Magic Numbers to a customers list at any time.
- 29) Orange reserves the right to amend or vary these terms and conditions or to withdraw the Offer at any time on reasonable notice.
- 30) Service is subject to the Terms and Conditions for the supply of Orange pay as you go Services, a copy of which can be found at the back of your Orange phone User Guide or SIM pack. Where there is any inconsistency between these Terms and Conditions, and the Standard Terms and Conditions for the supply of Orange pay as you go Services the latter will prevail.

Terminology

Monthly Analysis - all top ups made during the Monthly Analysis Period are analysed on the Analysis Date and the appropriate Reward/s provisioned within 72 hours.

Monthly Analysis Period - the period of time during which customers' top ups will count towards the total Accumulated Amount. This period will run from 00.00.00 on your Analysis Date until 23.59.59 on the day before your next Analysis Date.

Daily Analysis - the customers Accumulated Amount is checked daily to determine if they receive a Reward, rather than waiting until the next monthly Analysis Date.

Accumulated Amount - the value of a customers accumulated top-ups that will be used to determine if the customer qualifies for a Reward.

Analysis Date - the date on which a customers Accumulated Amount is analysed to determine if they qualify for a Reward.