

Code 15 Training

Information Pack

Helping you to stay compliant



ABOUT CODE 15

CODE OF PRACTICE

The PSA are the UK regulator for content, goods and services charged to a phone bill. In April 2022 they published their 15th Code of Practice which providers must comply with.

The Code, which came into force on 5th April, represents the biggest shift in a decade around the way services must be operated.

"Code 15 introduces a new approach to regulation by:

- raising expectations in the market by replacing outcomes with regulatory Standards
- focusing on the prevention of harm rather than cure
- being simpler to implement and comply with".*

*PSA 15th Code of Practice



ABOUT OUR TRAINING

The aimm Code 15 training covers the Standards that a Provider is required to operate under, in a simple and easy to understand format.

Additionally, it describes the new Supervision regime which the PSA intends to use to support PRS providers to achieve and maintain compliance with the Code, and the Enforcement process that occurs should there be a suspected Code breach.



STANDARDS

Each Standard sets out the expected level of obligation that relevant PRS* providers must reach in relation to the provision of a given PRS. The Standards collectively cover the design, promotion, marketing, content, operation and delivery of a PRS.



SUPERVISION/ ENGAGEMENT

The PSA carries out supervision and engagement activities in the interests of consumers by seeking to ensure that PRS* providers comply with the Code

*premium rate services



ENFORCEMENT

If the PSA find that you have breached the new Code regulations, there are serious implications.

Some of the topics covered

PEACE OF MIND



UNDERSTAND THE VALUE CHAIN

Helping your team clearly understand who the different providers are, what they do, where they sit in the value chain, and why they are important to your compliance journey.



MAIN CHANGES FROM CODE 14

Make sure you and your team understand what has changed from Code 14. This is vital to help ensure compliance with the new code, in areas that you may not have previously considered. Our training will help make sure these changes don't catch you out.



STANDARDS, SUPERVISION AND ENFORCEMENT

Our Code 15 training dives into all the Standards, consumer and operational. We'll help you understand what is meant by "Supervision" and how the PSA will engage with you in the event of an enquiry coming your way. We'll also touch on the Enforcement process and aid you to self serve so you can stay informed about best practice, helping you to avoid going down that route.



WHAT YOU GET

Our training is approximately 2 hours long and delves into the seven consumer facing, and three organisational Standards which are now required here in the UK. It also covers Supervision, Engagement and Enforcement to help assist you in staying compliant. Active participation and questions are encouraged!

In house training for you & your team

Delivered at your business premises in person.



aimm Members price:

£150 per person or £500 for 4 or more team members*

Non Members price:

£225 per person or £800 for 4 or more team members*

* + all trainer expenses (travel etc)

Do it online

Delivered over Google Meet or your preferred conferencing facility.



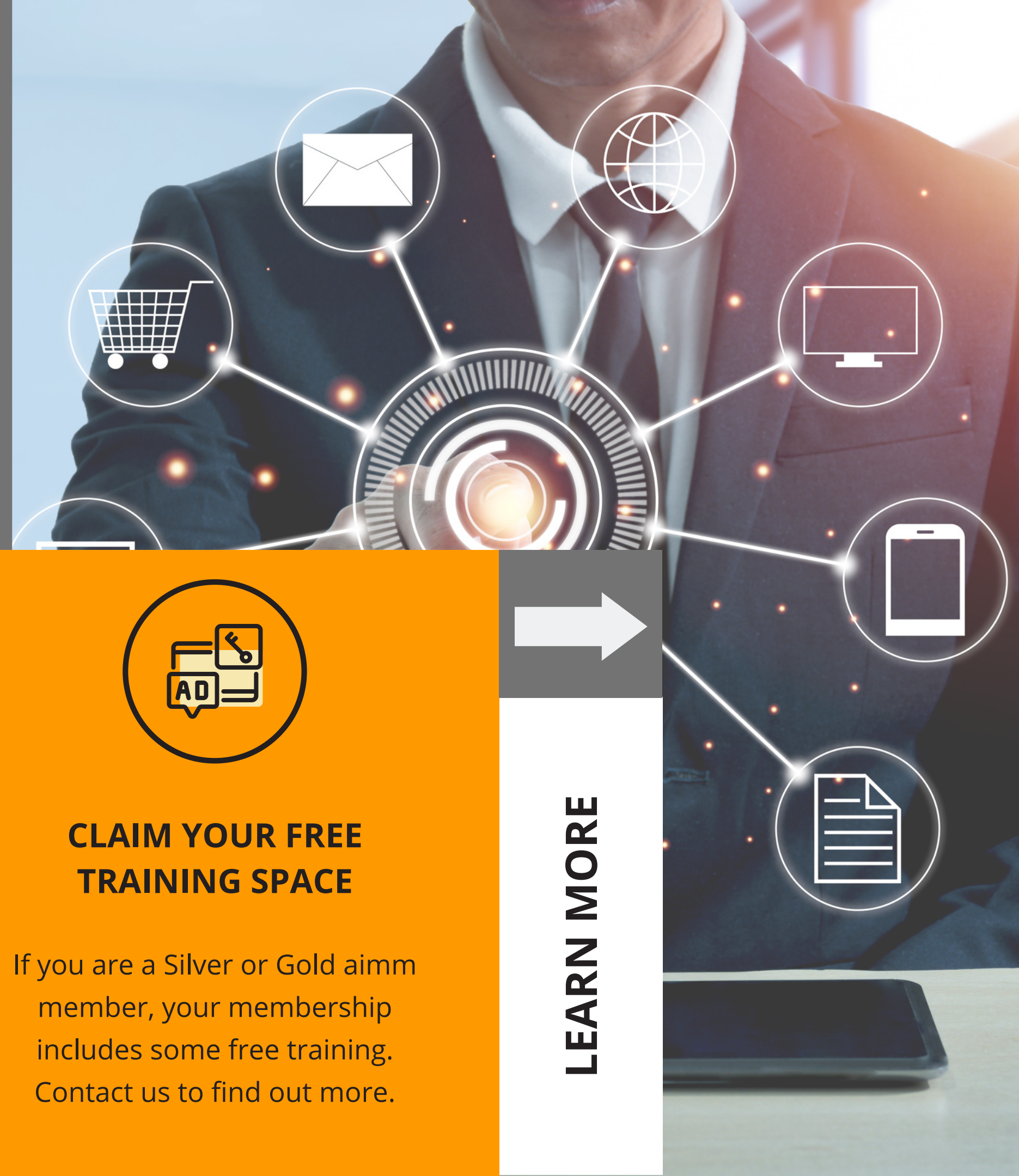
aimm Members price:

£125 per person or £450 for 4 or more team members

Non Members price:

£200 per person or £700 for 4 or more team members

All prices quoted above are + VAT



CLAIM YOUR FREE TRAINING SPACE

If you are a Silver or Gold aimm member, your membership includes some free training. Contact us to find out more.



LEARN MORE



VIRTUAL TRAINING

If your team is remote or you don't have the space for hosting, don't worry, we are able to deliver this to you virtually by video call.



IN HOUSE TRAINING

aimm can come to your offices to deliver training in person, and be there to answer questions. Get a more personal experience.



TAILORED FOR YOUR REQUIREMENTS

We can tailor our training to your specific business needs to ensure that it is as relevant and practical as possible.

TESTIMONIALS



JOEL STERN

ENTERPRISE DIRECTOR, GLOBAL RADIO

aimm's Phone-paid Services Training Course is a fantastic overview of the subject for those working both intimately and more ad-hoc with any phone-paid services.

It's given our team more confidence to work with phone-paid services by understanding how they work and how to stay on the right side of the regulation.



CHRIS NEWELL

CEO, DONR

The training sessions that aimm provide are a great way to keep up to date with the developments in the premium rate industry and how Code 15 should be implemented in any organisation. With greater emphasis being placed on staff knowledge by the Phone-paid Services Authority, the training sessions allow all team members involved to learn more about the dos and don'ts in an open and collaborative environment.

In our view, this should be considered a core requirement for any company operating mobile payment services and should be a no-brainer.

GET IN TOUCH

If you are ready to get your team up to speed on all the fundamental elements of Code 15 to help you stay compliant, do get in touch, and let's have a chat.



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<https://aimm.co>



ABOUT **aimm**

aimm is the specialist trade association for the Interactive Media and Micropayments industries in the UK.

We are a not for profit organisation, funded by our members, run for our members. We create conditions for growth and protect the regulatory environment in which our members operate.

We work towards improving knowledge, trust and consumer confidence across the industry by encouraging standardisation of great working practices.



Joanna Cox
General Manager