

## **WIN – committed to regulation and moderation**

WIN's longevity within the mobile industry has given us a clear understanding of current regulations. We take our regulatory responsibilities very seriously and are committed to maintaining the highest-possible standards. Our view is that the regulation of mobile phone services is positive for our business and for the entire industry. As well as adhering to the UK regulations set out by PhonePayPlus, which regulates services paid for by mobile phone, we are also aware of our responsibilities to our clients and to their end-users. Our internal processes ensure we meet all our legal obligations and behave in an exemplary manner.

We support age verification measures with the UK's major mobile operators and work closely with them to ensure inappropriate content does not reach under-age or unsuspecting users. All potential clients and services are vetted before connection to ensure they are legal; any services that subsequently breach regulations are disconnected. WIN regularly participates in regulatory forums, working closely with regulators, networks and other interested parties to protect the interests of mobile phone users. In addition, we help clients that want to review and improve their existing text and premium rate services.

This responsibility continues into all our services. Moderation is provided with our one-to-one 'chat' services and can be introduced into our message consoles for broadcasters. Broadcasters can enjoy moderation functionality at various levels – from checking individual messages to supervising specific shows – while our Contact service has screens for monitoring both consumer and operator activity to allow you to keep control. Audience interaction can be controlled in other ways, too. Telephone voting and text-to-win competitions have the option of time-related restrictions that can ensure you don't receive entries after the published closing date and time.