

Summary

This document defines VoIPcloud's Acceptable Use Policy for UK voice traffic which means all those calls that transit the VoIPcloud network destined to or originating from the UK.

VoIPcloud reserves the rights that are an essential requirement for its operations to limit or prevent the traffic that is suspected of breaching these guidelines, or impose a risk to VoIPcloud network. As an example, these policies allow users to login to VoIPcloud customer portals only, in order to apply changes to their service or account, order equipment and provide web based customer services such as live chat applications, unless an express written permission has been given to the customer from VoIPcloud.

This policy should be read in conjunction with VoIPcloud's full service terms and conditions.

Nuisance Calls

A nuisance call is defined as one that is either unwanted, or "silent or abandoned". Nuisance calls encompass any type of unwanted, unsolicited, telephone call.

The Customer must comply with the provisions of the Communications Act 2003, the Privacy and Electronic Communications (EC Directive) Regulations 2003, and any other relevant legislation.

Caller Line Identity (CLI) Presentation

VoIPcloud allows you to pass on a Caller Line Identity (CLI) number which we pass out onto the UK and international PSTN telephone networks.

Valid Caller ID must be presented by the customer on all calls. Moreover, the number presented must have been directly allocated to the customer, or express permission has been granted to the customer from the person or entity that has been allocated to the number.

Call Centre Dialler Traffic

Call centre dialler traffic is strictly prohibited on the VoIPcloud network without the express permission of VoIPcloud. VoIPcloud reserves the right to suspend their service without any warning in case if the customer tries to send traffic of this nature without prior agreement.

The following additional terms and conditions will apply in case where permission has been granted for the customer to send dialler traffic:

1. Valid UK CLI must be presented, with the number not being one that generates an excessive call charge.
2. Before the call has been terminated, any call should must ring for a minimum of 15 seconds.
3. The abandoned call rate must be no more than 3% of live calls over a 24-hour period, including a reasonable estimate of false positives where Answering Machine Detection (AMD) is used.
4. A short recording must be played, in the case when the customer abandons the call, however, no later than two seconds after the call has been answered in which the company that is responsible for the call is identified, and offers the called person the option of opting out of further calls by contacting an 0800, 01, 02, or 03 number only.
5. Any repeat calls to a number that has received an abandoned call within the previous 72 hours must only be made with a guaranteed live operator.
6. The customers with an ASR below 40% will be considered as suspect, and indicative of a possible breach of VoIPcloud's regulatory standards.