



# Code of Practice

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# Code of Practice

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Experience truly effortless communications via Pure IP's philosophy of excellent customer service, and robust network. We are a voice solutions specialist with over 14 years of experience consolidating disparate networks and telephone hardware. Our team of support engineers is singularly-focused on voice and has unique specialization, as well as proficiency, in SIP trunking via our experience working with a broad range of technologies.

## Pure IP's Customers

Pure IP understands that customer satisfaction and service delivery are the most important parts of our business. Our company values are based on this, which is why our team strives to ensure that you get what you want, when you want it. We will do our best to meet your requirements to your satisfaction. Pure IP values its customers and aims for the highest standards of account management and customer service. By investing in our people and in systems to support our customer care activity and by continually developing our services, we aim to deliver the best in customer care to stay ahead of our competitors.

## Purpose of Pure IP's Code of Practice

This Code of Practice (CoP) provides clients with a clear statement of how Pure IP conducts its business and describes the relationship the company has with clients in all matters relating to the purchase of services. This CoP provides a statement of the services available from Pure IP to business customers, as well as those interested in finding out more about Pure IP. The document details how the company provides these services including the critical support services and company policies that underpin them. It describes the client's relationship with Pure IP and how clients can contact the company when they need help or want to change services. The document also describes what clients should do in the unlikely event that issues arise with Pure IP's services. Ofcom, the UK communications regulator, has approved the CoP.

## Pure IP Services

Pure IP offers companies a variety of superior voice communication solutions using a range of new, emerging, and established technologies. All of these services are described in greater detail on our website at [www.pure-ip.com](http://www.pure-ip.com).

# How to Contact Pure IP

If you require any assistance, please send inquires to the appropriate department below:

## Sales & General Enquiries

Tel: 02032420960

Email: [sales@pure-ip.com](mailto:sales@pure-ip.com)

## Customer Accounts & Billing

Tel: 02032420960

Email: [finance@pure-ip.com](mailto:finance@pure-ip.com)

## Customer Technical Support

Tel: 02032420966

Email: [support@pure-ip.com](mailto:support@pure-ip.com)

Support team operations 24/7 | 365 days per year

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### If you prefer to write to us via post, please address your letter to:

Head of Customer Service

Pure IP Ltd

5th Floor, 89 Albert Embankment

London, SE1 7TP

## Cancellation of Service

To cancel Pure IP service, please contact our Sales team by calling [0203240960](tel:0203240960) or emailing [sales@pure-ip.com](mailto:sales@pure-ip.com). A standard 30-day notice is required for any cancellation of services unless otherwise agreed to in your terms of service.

**Please note:** If a request to terminate a contract with Pure IP occurs within the first 12 months of service, an additional fee may be added to your account as stipulated in your original contract.

## Maintenance and Repairs

Please call our Support Team at [02032420966](tel:02032420966) if you experience any issues with your service.

Any issues uncovered will be investigated and repaired within the agreed Service-Level Agreement (SLA). The time frame for repairs may vary dependent on the severity of the issues and type of service in question

# Our Services

Pure IP provides a wide range of communication services across two categories:

→ **Voice over Internet Protocol (VoIP):**

Examples of these services include direct and indirect phone line services, number translation services, and non-geographic numbers

→ **Dedicated Point-to-Point Services:**

Pure IP provides dedicated Point-to-Point connectivity over fibre (fiber for US) or copper to connect customer's premises to our co-locations. We do not provide public Internet connections.

## Pure IP's Obligations

Like all UK communications operators, Pure IP has many obligations rooted in UK legislation. These obligations provide individual clients, as well as small businesses with less than ten employees, with choice and consumer protections. Full details of the terms and conditions of our contractual relationship with clients are available on our website ([www.pure-ip.com](http://www.pure-ip.com)) and outlined below:

### Call Barring/Blocking:

If you want to have a particular number barred/blocked from calling your phone, please contact our customer service team. Please Note: Call barring/blocking options may not be available with all Pure IP services.

### Calling-Line and Called-Line Identity:

By default, your phone number is displayed when you make a call to another person. You can alter this default by requesting that your phone number not be displayed on a call-by-call basis or for all calls. If you request a phone number be withheld, we are legally obligated to share it in certain circumstances, for example if requested by emergency services. To request any of the above options, please contact our customer service team.

### Repair and Maintenance:

Pure IP periodically performs preventative and corrective maintenance over its networks and services. Maintenance minimize inconvenience and corrects faults via remote diagnostic tools used at our international operation centers. However, should a network fault occur which is within our direct control, we aim to clear it within eight hours.

The level of repair commitment, fault correction, and service availability depends on the type of solution you purchase as well as the terms and conditions under which you obtain that particular service from us.

If you subscribe to a service carrying a specific guarantee and we do not meet that guarantee, we will credit your account accordingly. Unless otherwise stated in a separate contract between you and Pure IP, your repair and fault-fixing rights are set out in Pure IP's Terms and Conditions, posted on our website: [www.pure-ip.com](http://www.pure-ip.com).

## Billing and Payments

Pure IP invoices customers monthly, quarterly or annually on one combined bill. We expect customers to settle their bills within their agreed credit terms. There may be a non-standard charges for late payment. As a client you are responsible for any charges incurred on your account. Customers are requested to pay their invoices by Direct Debit. Other options including Standing Order, credit card or check may be possible by prior agreement with our finance department. Full details on how to settle your bill are provided on each of your Pure IP invoices.

## Credit Policy

### **Clients are expected to:**

- Pay their bills promptly
- Inform Pure IP of any significant change in their circumstances –for example if you are going to be away for an extended period which may affect bill payment
- Be straightforward with us when providing information

### **If a customer experiences problems in paying their bill, Pure IP has a consistent policy** designed to:

- Help the customer manage their costs
- Protect both Pure IP and clients in general
- Help minimize debt, suspensions and disconnection – promote good customer service

If a customer is in dispute with Pure IP, then the disconnection process may not be invoked. Pending the outcome of the dispute, any undisputed portion must still be paid in full.

We are aware that some customers can get into financial difficulties unintentionally, and this is taken into account when dealing with instances of non-payment. We will advise the customer of our processes to minimize debt and help them manage their bills. Customers may, of course, wish to take advantage of help from external debt counseling agencies. Pure IP reserves the right to disconnect any customer without notice if the company has reasonable grounds for suspecting that there is an unacceptable credit risk, for example through suspected illegal behavior (e.g. fraud) or a breach of the contract with Pure IP. We will carry out a review of any such decision if the customer requests it. Any customer must settle any outstanding debts, and may be subject to credit checking and payment of any appropriate published reconnection charges, before new service can be re-provided.

In the unlikely event that Pure IP were to disconnect a customer incorrectly the customer would be reconnected free of charge.

## Resolution of Complaints: What to Do If You Are Not Satisfied with Our Services

If you are unhappy with our service please contact us and let us know. It is through your feedback that we are able to review and improve the overall service we provide. If you have a complaint, our formal internal complaints procedure is outlined below. We are fully committed to addressing all complaints, fully and fairly, and in a reasonable time frame. We do try and resolve complaints by telephone. Should you wish to receive a response in writing then please ask.

If you are unhappy we need to know about it as quickly as possible. To avoid delay please contact us by phone at **02032420966**. Our customer service representatives will be able to assist you. In most cases we will resolve the issue satisfactorily

If not, then write to our Operations Manager or email [complaints@pure-ip.com](mailto:complaints@pure-ip.com). Your letter or email will be acknowledged within 48 hours of receipt.

To avoid any delay, please do not send correspondence to individual representatives' email addresses. Your email will be acknowledged and dealt with promptly.

## If You Still Require Assistance

If a complaint is not resolved to your satisfaction you can ask to escalate the issue to a company director. As it may be necessary for them to call you back, please provide daytime and evening contact numbers.

### **Operations Director:**

Pure IP Limited  
5th Floor,  
89 Albert Embankment,  
London SE1 7TP

If you still remain dissatisfied, and your complaint has been outstanding for 12 weeks,  
OR

We have sent you a letter informing you that your complaint has reached deadlock,

**You may make a complaint through an Alternative Dispute Resolution (ADR) scheme. The details of your claim are included as part of this code (the existence of which is made known on the back of any bill) and how this may apply to you.**

If you have followed the steps above but are still dissatisfied, you may register a complaint that will be considered by Ofcom.

### **Pure IP nominated Independent Adjudication scheme is operated by:**

Office of the Telecommunications Ombudsman (Otelo) WilderspoolPark  
Greenall's Avenue  
Warrington  
WA4 6HL

**Local rate phone number:** 0845 050 1614

**Fax:** 01925 430059

**Email:** [enquiries@otelo.org.uk](mailto:enquiries@otelo.org.uk)

**Website:** [www.otelo.org.uk](http://www.otelo.org.uk)

Otelo resolves disputes between member operators and their residential and small business customers. Pure IP is a member of Otelo.

## Confidentiality of Customer Information

Pure IP treats any information we have about you in confidence and will not disclose it to anyone, unless instructed to otherwise by you. However, there are circumstances in which we may be required by law to disclose information. Such requests normally come from Statutory Authorities, for example, Police Forces, Customs and Excise etc. Any such disclosure will be strictly controlled and will be made fully in accordance with current UK legislation, particularly the Data Protection Act. We comply fully with our obligations under the Data Protection Act 1998.

## Number Porting

Pure IP recognizes that keeping your existing telephone numbers may be important to you. If you move your business to us and wish to keep the number that you have with your old provider, we can arrange for the transfer of the number. We will work with you to ensure that the services are switched over at a convenient and appropriate time. For more information, please call our Sales Team at 02032420960 or visit our website:

<http://www.pure-ip.com/code-of-practice-and-policies/>

## ITSPA

Pure IP is a member of the Internet Telephony Service Provider Association (ITSPA). ITSPA exists to encourage the development of a vigorous and competitive industry in providing voice telephony services using IP and other internet technologies. It sets and monitors basic customer related standards for its members in order to ensure that customers who choose to use an ITSPA member have confidence that they will be provided with high standards of service and customer care. More information on the ITSPA CoP can be found at this address:

<http://www.itspa.org.ukmembers/code-conduct/>

## Review of this Code

Pure IP will review this Code of Practice annually, or more frequently should events require such a review.

## Approval of this Code

Ofcom has approved this Code of Practice, in accordance with criteria agreed with the UK telecommunications industry.

All information is correct at the time of going to print. E & OE Pure IP Limited – November 2025.