

Case Reference	R/E/I/074
Title	Yuuzoo's Failure to Ensure Internet Advertisements Comply with the Premium Rate Services Code
Case Opened	19 February 2009
Case Closed	5 May 2009
Complainant	IDA initiated enforcement proceeding
Respondent	Yuuzoo Pte Ltd (" Yuuzoo ")
Case Summary	<p>Yuuzoo provides various mobile content services (the "Services") via its shortcode 77889. The Services can be purchased either on a subscription basis or on a per-download basis.</p> <p>In August 2008, IDA discovered that several of Yuuzoo's Internet advertisements for its Services were non-compliant with IDA's requirements under Section 2.2 of the PRS Code. As the contraventions were discovered as a result of IDA's own active monitoring and no consumer complaints were received against Yuuzoo, IDA decided not to take enforcement action against Yuuzoo. Nevertheless, IDA reminded Yuuzoo of its obligations under the PRS Code, and required Yuuzoo to rectify its advertisements.</p> <p>In February 2009, IDA conducted another check on the Internet advertisements for the Services and discovered that the advertisements for Yuuzoo's Services, which could be purchased on a per-download basis, did not:</p> <p>(a) include Yuuzoo's company hotline number; and</p> <p>(b) indicate the prices of the Services.</p> <p>As this was the second time that IDA had found Yuuzoo's advertisements to be non-compliant with the requirements under the PRS Code, IDA initiated enforcement action against Yuuzoo.</p>
IDA's Determination	<p>Section 2.2.1(b) of the PRS Code states that: "<i>every disclosure and advertisement must state ... (iii) the local customer service hotline for the premium rate service</i>".</p> <p>Section 2.2.1(c) of the PRS Code states that: "<i>every disclosure and advertisement must fully and completely state all prices, terms and conditions of the premium rate service that have a bearing on the charges payable by end users in a manner that is clear, straightforward and easy to understand</i>".</p>

As Yuuzoo had advertised the Services:

- (a) without including its company service hotline number; and
- (b) without stating the relevant prices for the Services,

IDA found Yuuzoo to be in contravention of Sections 2.2.1(b)(iii) and 2.2.1(c) of the PRS Code.

However, in consideration that:

- (a) Yuuzoo had taken prompt steps to rectify its Internet advertisements once IDA had informed it of its contravention; and
- (b) that the discovery of the contravention was again a result of IDA's own active monitoring, rather than any complaints received against Yuuzoo's per-download Service,

IDA decided to **issue a warning** to Yuuzoo for its contravention on this occasion. IDA also reminded Yuuzoo that more severe enforcement measures would be taken against it should similar contraventions be repeated in future.