



BE energy

**Code of Practice on
Marketing and Advertising**

Code of Practice on Marketing and Advertising

We believe all our customers should have full confidence and trust in the responsible marketing of BEnergy's electricity supply.

Throughout our marketing practices, we will:

- Make sure that all information we give you is accurate, fair and transparent
- Make sure our marketing information is clear and easy to understand
- Only promote products suitable to each customer requirement
- Be truthful about our own and other electricity suppliers' products, services and all related charges, including any and all standing charges that may apply
- Always provide you with the steps you can take to 'opt out' of future marketing contact, and we will add you to our 'no contact' database if requested
- Never misrepresent ourselves or other electricity suppliers
- Never apply undue pressure or use forceful sales techniques
- Always make you aware of the terms and conditions and duration of an offer when we are advertising special promotions
- Display on our website our terms and conditions on for any promotions, introductory incentives or discounts
- Present all of our tariffs clearly in a manner that conforms to current Commission for Regulation of Utilities (CRU) Energy Supplier obligations
- Always ensure that you are aware when any of our tariffs/discounts or components of our tariffs/discounts are subject to change
- Always make you aware of any changes in conditions that may occur when a discount or promotion expires. When these changes are not known at the time of signing up for the discount or promotion we will send these to you in writing no less than 30 days before the end of your promotional contract
- Include all relevant charges within price comparisons and show the basis for any and all comparisons

Doorstep Marketing

When a sales representative from BEnergy calls at your door, speaks with you when you're out and about or at a promotional event, they will always show you their identity card which shows their full name, their photograph, BEnergy's address and our contact number. They will show you these again if you ask to see them at any point. Our sales representatives will explain why they are there and will leave immediately if you ask them to.

Before a sales representative commences their sales pitch they will provide you with a copy of our Energy Sales Checklist and they will stop their sales pitch immediately if you do not wish to proceed. If you do not wish to proceed we will inform you of how to be removed from our contact list. Our sales representatives are required to make sure you have understood the Energy Sales Checklist and the switch over process due to BEenergy's obligations under the Commission for Regulation of Utilities (CRU) Electricity Supplier Handbook.

Unless it has been agreed with you in advance or you have asked us to, we will never call to your home on:

- Christmas Eve
- Any public or bank holidays
- A Sunday
- Before 9am on a weekday
- After 9pm on a weekday
- Before 9am on a Saturday
- After 7pm on a Saturday

Telephone Marketing

When our team give you a call, they will always identify themselves and that they are calling on behalf of BEenergy at the start of the call. They will explain the purpose of the call and provide you with a contact number if you request one. Our team will never misrepresent themselves to you on the phone. If at any time you express that you do not wish to continue the call our team will end the call immediately.

Unless it has been agreed with you in advance or you have asked us to, we will never telephone you on:

- Christmas Eve
- Any public or bank holidays
- A Sunday
- Before 9am on a weekday
- After 9pm on a weekday
- Before 9am on a Saturday
- After 7pm on a Saturday

Our Guarantee

Our sales agents receive regular training to ensure they meet the highest possible standards and are fully compliant with our Codes of Practice. No-one from our team or any of our sales representatives will ever exploit a customer's vulnerability or inexperience.

BEenergy values you as a customer. We will never knowingly mislead you with inaccurate information. All our tariffs for domestic customers are available to view on our website www.beenergy.ie. We regularly maintain on website so that you are always up-to-date with our latest offers.

When you sign up with a field sales representative at your door or at an event, through our call centre or online, you will receive a welcome pack with all the details of your switch and how you can cancel if you wish to.

If you have any questions regarding your sign up, our Customer Service Team will be happy to take your call on **Freephone 1800 817 383** to answer any questions or concerns you might have. We are open Monday – Friday 8am-8pm and Saturday 11am-4pm.

Email and SMS

We may contact you occasionally by email or SMS for marketing purposes. If we email you we will clearly state that we are contacting you from BEenergy on all messages and we will also provide a reply email address, our postal address and our contact telephone number. If we contact you by SMS we will clearly identify that we are contacting you from BEenergy.

If we contact you in either of these ways, we will provide a clear option for you to unsubscribe to any future contact, free of charge. If you choose to opt out, we will not contact you again by this method without your consent.

We want to make sure you are happy with all aspects of your sign up process and the tariff you have chosen. If you feel that you have been misled at any stage by one of our agents, please contact our Customer Service Team on **Freephone 1800 817 383**.

Contact Us

If you have any queries regarding this Code of Practice, please get in touch:

Write to us at:

Customer Service Team

BE ENERGY
UNIT E, Site 1
Swords Business Park
Swords
Co. Dublin

Email us at: info@beenergy.ie

Call on: **Freephone 1800 817 383.**