

Premium Rate Services Information

October 2025

What are Premium Rate Services?

Premium rate services allow you to pay for services through your phone bill (phone-paid services). Examples of premium rate services are competitions, chat lines, downloads for your mobile phone, games, charity donations and recorded information. Organisations that provide premium rate services are called service providers.

How do I identify a Premium Rate Service?

If you are making a call, premium rate numbers start with 09, 087 and 118. Premium text messages are usually five or six digits long and start 5, 6 or 7.

How do Premium Rate Services work?

Premium rate numbers and texts are more expensive to call than normal numbers. The cost of the call or text is used to pay for the service and is split into:

- An access charge set by Utility Warehouse
- A service charge set by the organisation providing the service

Our access charge is shown in our tariff guide available from our website or by calling Customer Services.

The service charge is advertised by the organisation providing the service. If you don't know who they are you can use the number checker on Ofcom's website: [here](#). This will show you the name of the service provider, their contact details and the cost of the service. Our Customer Services team can also find out this information for you.

Ofcom

Ofcom enforces the rules about content, promotion and the operation of premium rate services that are set out within the [PRS Order](#). To make a complaint about a premium rate service follow the guidance on [Ofcom's website](#).

Premium rate call bar service

We offer the following call barring options to premium rate services:

- **Landline services** – calls to numbers starting 09
- **Mobile services** – calls to numbers starting 09 and/or premium text messages

Please contact us if you would like us to arrange this for you on 0333 777 0777 (Residential customers) or 0344 815 0506 (Business customers).

We believe care and transparency are key to building and maintaining trust with vulnerable persons and we will demonstrate this through our actions, behaviour and outcomes

How to complain

If you have a problem with a premium rate service you should contact the service provider. They should explain how to log a complaint with them. We can help you identify who they are and provide their contact details, or you can use Ofcom's [Premium Rate service checker](#).

If you're unhappy with the way the service provider handles your enquiry, you can ask for free advice from the Citizen's Advice Bureau.

If you're unhappy about the information we've given you or you think we've not charged you correctly for a premium rate service on your bill, please contact us so we can look into the matter for you. If we're unable to resolve your complaint within eight weeks you can take your complaint to Ombudsman Services: Communications who are independent and free to use. They can decide if we've handled your complaint appropriately. Please note that Ombudsman Services: Communications can't help you if your complaint is about the organisation that provided the premium rate service.