



**COMMUNITY
POWER**



**Code of Practice on
Marketing and Advertising**

Marketing and Advertising

At *Community Power* we are committed to protecting our customers and communities against unwarranted, unfair or misleading marketing and advertising material. We ensure that our approach to marketing and advertising is fair, transparent and accurate.

We will take all reasonable steps to ensure our marketing material is easy to understand, accurate and that we specify clearly the product or service being marketed and the period the offer covers.

Community Power guarantees that our employees will not exploit a person's inexperience or vulnerability and promise that no undue pressure will be applied to customers to avail of our products or services.

Community Power will safeguard against any misrepresentation of our company and any rival suppliers in a negative or inaccurate way.

General marketing

The *Community Power* team guarantees that any information that is provided to our customers either in writing or verbally through marketing and advertising campaigns will:

- * Be complete, accurate, transparent and not misleading in terms of information that is provided or omitted.
- * Specify clearly the offer/product being marketed.
- * Identify the period that an offer or special promotion covers (including a deadline for sign up and the duration of the offer) and highlight any changes in conditions that may apply once the period of promotion expires.
- * Be communicated in plain and accessible language.
- * Relate to the products or services which are appropriate to the customer to whom it is directed.
- * Be fair in both term of its content and format of presentation.

Tariffs

- * We in *Community Power* commit to publish all of our publicly available tariffs for household customers on our website.
- * We commit to making the display of these tariffs clear, unambiguous and easy to access from our websites homepage www.CommunityPower.ie
- * When discounts in tariffs are discussed, we will clearly outline the difference in all charges. Tariffs are displayed with and without VAT.



Opting out of marketing

If you no longer wish to be contacted by *Community Power* for the purpose of marketing, you have the right to opt out and we will ensure we respect that right.

- * You can contact us through email, phone or post to advise that you no longer wish to be contacted for Marketing.
- * We will note your request to opt out of all forms of marketing receipt and we will remove you from our marketing database.
- * If you only wish to change your marketing preferences, we will update your preferences accordingly.
- * You have the right to request written confirmation from us that you have been removed from our database or marketing lists.

Our commitment

Our aim is always to provide the best possible service to you. If, however, we do not meet any of the above commitments within this code, you are entitled to apply for compensation under the terms of our customer charter, setting out why you believe we have not followed this code.

Where we agree that you are entitled to receive a charter payment, the amount will be credited to your electricity account within one billing period.

If you are no longer an account holder with *Community Power*, we will arrange an alternative method of awarding your charter payment within 10 working days.

Data protection

Community Power respects the rights of our customers under GDPR legislation. Please view our privacy policy on our website www.CommunityPower.ie. We will only ever use personal information for marketing purposes in accordance with this Code and in alignment with your marketing preferences.

CRU sign-off

This Code has been approved by the Commission for Regulation of Utilities (CRU) on 25.11.2019.

Contact us

Please contact us at the below details if you have any query or concern in relation to our code of practice.



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