



CODE OF PRACTICE - MARKETING & ADVERTISING

Overview

The team at Glowpower is dedicated to ensuring that your experience with us as a retail supplier is conducted in a transparent, easy to understand and fair manner. It is our aim to ensure that customers have confidence in the marketing of energy supplier products. To achieve this Glowpower is committed in its approach to ensuring the following –

- All material is easy to understand
- All representations are accurate
- Products are clearly marketed including the terms associated with such products

At Glowpower we hold ourselves to the highest standards and processes to ensure that our customers can have confidence in the provision of all our services.

Marketing and Advertising Information

At Glowpower we have created marketing communication and documentation that is complete, accurate and easy to understand. We are committed to protecting customers against unwanted, unfair or misleading marketing and advertising methods. All marketing materials and verbal communication to our customers will specify the following:

- Applicable rate and charges (which will also be available on our website in an easy to access and identifiable location)
- Discount information and how it is calculated
- When marketing a specific product and plan we will reference an estimated annual bill figure based on the annual average consumption per customer as designated by the CRU)
- Validity of the offer
- Duration of a fixed term contract
- Early termination fees
- Terms and Conditions and how they can be accessed

All information provided in writing or communicated verbally will:

- Be complete, accurate, transparent and not misleading in terms of information that is provided or omitted
- Specify clearly the offer / product being marketed
- 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 terms of its content and format of presentation

Should you indicate that you do not wish to be contacted again for the purpose of marketing, Glowpower will remove you from our marketing database. We will send you a written confirmation stating the contact details we have for you is taken off our marketing database



Email and SMS interactions

All marketing messages sent through email and SMS will be in line with the data protection legislation and will:

- Be fair, accurate and transparent
- Be easy to understand
- Clearly state who we are, our contact information (email contact or other means of electronic contact) and the purpose of our communication.
- Provides a clear option for you to opt out of any future marketing communications (whether written, SMS or via email)
- have clearly defined simple pricing so that price comparisons can easily be made
- Is accessible – through our website, easy to navigate to and available upon request via our contact centre. When required we will ensure all appropriate documentation is provided in conjunction with any product offering.

Face to face interactions

Any person, whether they are representing Glowpower directly or through a third-party channel will be required to identify:

- Their name and the channel they represent
- Our company name
- Photo ID showing their photograph, employee name, employee number and contact details of Glowpower
- The purpose of their visit/contact and enquire if the customer wishes to progress further

Agents are required to stop their sales pitch, if the customer does not wish to proceed and advise the customer of how to be removed from the contact list.

Agents will never be permitted to come to your property outside of the following hours unless an appointment has been made: –

Mon to Fri – 9am – 9pm

Saturdays – 9am - 7pm

Sundays

Public and Bank holiday

Christmas Eve

Our sales agent will provide you with a Doorstep checklist prior to the commencement of sale pitch and actively confirm that the customer has read and understood the doorstep checklist. A cancellation form will be provided along with this checklist.

Should you wish to terminate the interaction at any stage we have provided our representatives with training to ensure they are instructed to honour your wishes and leave as soon as possible.



You can advise our sales agent to remove you from the contact list, if you do not wish to be contacted by Glowpower for any marketing purposes in future.

All representatives of Glowpower (direct or through a third-party channel) will not be allowed to sell on our behalf before they have received the appropriate training.

Telephone Interactions

When calling you to discuss any potential Glowpower Product our agents (whether directly or through a third party), Glowpower representatives will be trained to identify his or her name, who they are and why they are calling at the earliest opportunity. Agents are required to confirm their contact number if requested by the customer.

Agents will not be permitted to contact you outside the designated hours of -

Mon to Fri – 9am – 8pm

Saturdays – 9am - 7pm

Sundays

Public and Bank holiday

Christmas Eve

Should you wish to terminate the interaction at any time our agents are trained to honour your wishes and do so at your request. You can advise our sales agent to remove you from the contact list, if you do not wish to be contacted by Glowpower for any marketing purposes in future.

Marketing online and offline - undertakings

We (all staff, agents and representatives of Glowpower) will:

- Not exploit a customers inexperience or vulnerability or apply undue pressure when marketing our products.
- Give you accurate, fair and transparent representations of both our own and our competitors' products, services and all related charges, including any or all standing charges.
- Make comparisons on a like for like basis, with the data source and date clearly presented.
- Provide you with a method to 'opt out' of future marketing activities, and add you to our 'no contact' database if requested.
- Make you aware of all offer terms and conditions and the offer duration when advertising special promotions or offers.
- Display a list of terms and conditions on our website when offering promotional or introductory incentives or discounts.
- Present all of our tariffs in a clear and transparent manner that conforms to current CRU Energy Supplier obligations.



Contact Details

☎ 1-960-9690 9.30am – 5.00pm Monday to Friday

customerservice@glowpower.ie

www.glowpower.ie

Correspondence address: 20 Harcourt ST Dublin 2, D02 H364. Ireland.

