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OMBUDSMAN ASKS MOBILE PHONE FIRMS TO CLARIFY 'UNLIMITED' DATA ALLOWANCES

Following the ombudsman's call for mobile phone firms to clarify unlimited data allowances, some of which have 'fair usage' caps, **Ernest Doku, technology expert at uSwitch.com, says:** "Unlimited data should mean exactly that. It's hardly fair for data-hungry smartphone users – wanting peace of mind to download apps or browse the web – to pay more for a monthly contract offering 'unlimited' data, only to find they may not be covered after all.

"Many of us are simply unsure how much data is actually required to access Facebook or send a photo in an e-mail, so the need for clear and consistent guidelines about fair usage, and information about how data intensive some smartphone applications can be, is needed. Without this, many customers can – and often do – go over their limits and spend huge sums on what they thought was an unlimited package.

"However, it is also crucial that consumers read the terms and conditions of a contract before signing up, to ensure it matches both their needs and the capabilities of the handset on offer. "While Three's One Plan is an example of a mobile contract that currently includes truly unlimited data usage, some other networks have fair usage caps in their terms and conditions, after which a hefty charge per megabyte or restricted internet access can be enforced."

For more information visit www.uswitch.com or call 0800 093 0607

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About Us:

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phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost 'Send us your bill' service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email CustomerServices@uswitch.com or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

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