

# Electricity Marketing & Advertising



CODE OF PRACTICE

BGE/E/EAMC/0121



**[bordgaisenergy.ie](http://bordgaisenergy.ie)**

If you need any further help  
or advice please contact us:

**Residential electricity contact details**

Tel: 01 611 01 01

Fax: 01 611 01 02

Contacting us at:

[bordgais.ie/company/contact-us](http://bordgais.ie/company/contact-us)

Customer service

Residential electricity

Bord Gáis Energy

PO Box 10943, Dublin 2

Deaf / Hard of Hearing Customers – Contact us via “Live Chat”  
on our website or “Have a Question?” form on our website or  
Social Media (Facebook or Twitter) – Mon to Fri (8am to 5pm)

**Business electricity contact details**

Tel: 01 611 01 33

Fax: 01 602 1201

E-mail: [bgenergy@bordgais.ie](mailto:bgenergy@bordgais.ie)

Customer service

Business electricity

Bord Gáis Energy

PO Box 10943, Dublin 2

Please note that to maintain the highest level of  
service we may monitor and record calls.

# Code of Practice

## Electricity Marketing & Advertising

---

1	Overview	4
2	Marketing information	4
3	Opting Out of Marketing	5
4	Data protection	5
5	Complaints procedure	6
6	Contact details	7

---

---

## 1 Overview

Bord Gáis Energy entered the Irish electricity supply market in July 2001 and we have increased our market share year on year. We believe that we can play a pivotal role in delivering competitive energy to Irish consumers of all sizes. We are committed to working with customers to ensure that we provide a service that fits in with their specific needs.

Bord Gáis Energy electricity undertakes marketing campaigns in order to:

1. Acquire new customers
2. Provide services to existing customers
3. Promote awareness of our brand
4. Compete with other suppliers

Bord Gáis Energy electricity uses the following marketing channels:

1. Bill insert (existing customers only)
2. National and local radio
3. National and local press
4. Direct mail (postal service & electronic)
5. Telesales
6. Affinity deals with groups and organisations
7. Internet
8. Sales agents (following a sales lead or doorstep selling)

---

## 2 Marketing information

Bord Gáis Energy is committed to the delivery of fair and transparent information throughout all its marketing materials. We are also committed to protecting customers against unwanted, unfair or misleading marketing and advertising.

We are committed to ensuring that all of our marketing and advertising campaigns are:

- Complete, accurate, transparent and not misleading in terms of information that is provided or omitted.
- Specifying clearly the offer / product being marketed.
- Communicated in plain and accessible language.
- Related to the products or services which are appropriate to the customer/s to whom it is directed fair in both content and format of presentation.
- Fair in both content and format of presentation.
- We will ensure our marketing material is easy to understand, accurate and we will specify clearly the products being offered and the duration of any offer.
- When comparing our tariffs to rival suppliers' tariffs the information will be dated to show when tariffs were in place, comparison will be made on a like for like basis and

customers will be made aware that the rival suppliers' tariffs are subject to change. Where we are aware that we are comparing our tariff to a tariff that is due to change in the next 3 months, we will notify the customer of this fact.

- Where we offer a discount on any of our tariffs or a rival supplier's tariff we will clearly outline the difference in all charges.
- If promotional incentives are offered a list of terms and conditions will be posted on our website and a printed version will be available upon request. Any time limitations, any additional terms, conditions or charges will be clearly featured.
- We will publish all publically available tariffs for household customers on our website and these will be easily identifiable and accessible from a prominent position on the home page of our website.
- We subscribe to the Association of Advertisers of Ireland and the Irish Direct Marketing Association and subscribe to good practice marketing standards laid down by them.

---

### 3 Opting Out of Marketing

Bord Gáis Energy respects the privacy of both its customers and potential customers. Where a

customer has indicated orally, in writing, by email or by SMS that they do not wish to be contacted again for the purpose of marketing, we will record the request and remove the customer from our marketing database.

A customer may request written confirmation that they have been removed from our marketing database.

---

## 4 Data protection

Bord Gáis Energy and its agents recognise the rights of the customer under data protection legislation. Bord Gáis Energy will only use personal information for the purposes for which it was collected.

Bord Gais Energy has made detailed Privacy Notices available to customers. These set out the various purposes for which personal information of customers is collected and used. They also set out the sources from which we get personal data, how it is shared, and how customers can exercise their rights under data protection law.

All customers should make themselves aware of the contents of these Privacy Notices which are all available at [www.bordgaisenergy.ie/dataprotection](http://www.bordgaisenergy.ie/dataprotection).

Information may be passed to our agents in order to provide services for the customer. All agents are fully trained with regard to the relevant legislation and only act in accordance with our instructions.

Data protection complaints or queries should be directed in the first instance to the BGE Data Governance Team, who can be contacted at [dataprotection@bordgais.ie](mailto:dataprotection@bordgais.ie) or by calling **01 611 01 01**. The postal address for our Data Governance Officer is Data Governance Officer, Bord Gáis Energy Limited, PO Box 10943, Dublin 2

---

## 5 Complaints procedure

We aim to give you the best possible service. If however, you are unhappy with the service we have given you please call us on **01 611 01 01** if you are a residential customer or **01 611 01 33** if you are a business customer and we will try and resolve the matter over the telephone.

### **Alternatively you can write to:**

Customer service  
Residential electricity  
Bord Gáis Energy  
PO Box 10943, Dublin 2  
or by contacting us at  
**[bordgais.ie/company/contact-us](http://bordgais.ie/company/contact-us)**

Customer service  
Business electricity  
Bord Gáis Energy  
PO Box 10943, Dublin 2  
or by email to **[bgenergy@bordgais.ie](mailto:bgenergy@bordgais.ie)**

It is our aim to settle any concerns as quickly and as fairly as possible. If you write to us with a billing query or complaint, we will respond to you within 10 business days. If you are unhappy with the response you receive from the first point of contact you

may have your complaint reviewed at a higher level. Our commitment is that all complaints will be either resolved within eight weeks or an action plan will have been agreed with you. In all cases, we will keep you informed about progress in resolving the matter.

### **We have a code of practice on handling customers' complaints.**

To receive a copy please call us on **01 611 01 01** if you are a residential customer or **01 611 01 33** if you are a business customer or you may view it online at **[www.bordgaisenergy.ie](http://www.bordgaisenergy.ie)**

If following a review from one of our customer care managers you are still not satisfied, and have received written notification of the closure of the complaint from Bord Gáis Energy, you may contact the Commission for Regulation of Utilities.

The complaint should only be passed to the Commission after it has gone through the Bord Gáis Energy internal

escalation process. The Commission operates as an independent review body and issues rulings on complaints on a case by case basis.

The office of the Commission for Regulation of Utilities can be contacted by the following means:

---

**Address:**

Customer Care Team  
Commission for Regulation of Utilities  
The Exchange  
Belgard Square North  
Tallaght  
D24 PXWO

---

Tel: 1890 404 404

---

Fax: 01 4000 850

---

Email: [customer-care@cru.ie](mailto:customer-care@cru.ie)

---

Web: [www.cru.ie/customer-care](http://www.cru.ie/customer-care)

Please note that Bord Gáis Energy is not in a position to resolve queries or issues relating to ESB Networks.

---

## 6 Contact details

We'd prefer you to phone rather than write because it is quicker, more direct and easier for us to answer your questions straight away. But if you want to write, our address is:

**Customer service  
Residential electricity  
Bord Gáis Energy  
PO Box 10943, Dublin 2**

---

Customer service: 01 611 01 01

---

Customer service fax: 01 611 01 02

---

contacting us at:  
[bordgais.ie/company/contact-us](http://bordgais.ie/company/contact-us)

---

For customers who are deaf or hard of hearing we offer live webchat on our website. Just look for the icon. Alternatively, you can contact us through our Have a question? form on our website. You can also find us on [twitter@bordgaisenergy](https://twitter.com/bordgaisenergy) and Facebook Monday - Friday 8am - 5pm

---

**Customer service  
Business electricity  
Bord Gáis Energy  
PO Box 10943, Dublin 2**

---

Customer service: 01 611 01 33

---

Customer service fax: 01 602 1201

---

Customer service email:  
[bgenergy@bordgais.ie](mailto:bgenergy@bordgais.ie)

---

**Please ensure that you have your account number ready when you call us, as we can only discuss account information with the account holder.**

### **Our website**

Visit our website at [www.bordgaisenergy.ie](http://www.bordgaisenergy.ie) to see more useful information on our services.

**For electricity supply failure and emergencies call ESB Networks 24 hour service on 1850 372 999.**