

**MPF 'Access Line Identifier' Help Line  
Tactical Process**

**MPF line identification at multiple MPF sites**

**Consumer scenarios:-**

- Migrations
- &
- WLTO Homemoves

**N.B – This process description is to be read in conjunction with the associated `MPF ALID Help Line - Terms of Access' specified in the next slide.**

## **MPF ALID Help Line - Terms of Access**

### **Purpose**

Where a communications provider (“**Requesting CP**”) wishes to access certain information relating to MPF line identity (“**Information**”) from another communications provider (“**Providing CP**”) in circumstances where information available to the Requesting CP shows that there is more than one MPF line at a particular address.

Each Requesting CP who wishes to be provided with the information, shall submit its requests and will receive Information on the terms set out below and, by issuing any request to a communications provider for MPF line information and in consideration of the Providing CP providing the Information, the Requesting CP agrees to be bound by the below terms.

### **Request and provision of Information**

Requests submitted to the Providing CPs shall be made to the following addresses and in the format required by the Providing CP from time to time:

Sky: [MPFLINEVALIDATION@BSKYB.COM](mailto:MPFLINEVALIDATION@BSKYB.COM)

TalkTalk: [alidrequests@talktalkbusiness.co.uk](mailto:alidrequests@talktalkbusiness.co.uk)

The Providing CP will endeavour to respond to a valid submitted request within 24 hours of receiving the request. Responses may be encrypted, with access passwords issued separately.

The Providing CP may only respond to valid requests from the Requesting CP. A request is valid where there is an end user who is interested in (or committed to), taking a service requiring the relevant MPF line and does not include any pre-sale or other marketing activities.

A Providing CP may withdraw its participation at any time.

Each Requesting CP and each Providing CP shall bear its own costs in relation to the request and provision of Information.

### **Accuracy of Information**

While the Providing CP endeavours to ensure that the Information provided by it is correct, it does not warrant the accuracy and completeness of that Information.

The Information provided by the Providing CP is provided "as is", without any conditions, warranties or other terms of any kind. Accordingly, to the maximum extent permitted by law, the Providing CP excludes all representations, warranties, conditions, liabilities and other terms (including, without limitation, the conditions implied by law of satisfactory quality, fitness for purpose and the use of reasonable care and skill), which, but for this legal notice, might have effect in relation to the Information provided in relation to any request.

### **Confidentiality and Data Protection**

The Requesting CP undertakes to the Providing CP that it shall not at any time disclose to any person any confidential Information (including the Information)

The Requesting CP acknowledges that some or all of the Information provided by the providing CP may comprise personal data for the purposes of the Data Protection Act 1998 (as amended) and other relevant laws and regulations. As such, the Requesting CP agrees with the Providing CP that it shall:

- only make copies of the Information to the extent reasonably necessary for the purpose of MPF line identification (which, for clarity, includes back-up, mirroring (and similar availability enhancement techniques), security, disaster recovery and testing of the Information)
- not extract, re-utilise, use, exploit, redistribute, re-disseminate, copy or store the Information other than for the purpose of MPF line identification

### **Liability**

The Providing CP and any of the Providing CP's group companies and the officers, directors, employees, shareholders or agents of any of them, exclude all liability and responsibility for any amount or kind of loss or damage that may result to the Requesting CP or a third party (including without limitation, any direct, indirect, punitive or consequential loss or damages, or any loss of income, profits, goodwill, data, contracts, use of money, or loss or damages arising from or connected in any way to business interruption, and whether in tort (including without limitation negligence), contract or otherwise) in connection with the Information in any way. Nothing in this disclaimer shall limit the Providing CP's liability for death or personal injury caused by negligence; or fraud; or misrepresentation as to a fundamental matter; any liability which cannot be excluded or limited under applicable law.

### **Governing law**

This legal notice shall be governed by and construed in accordance with English law. Disputes arising in connection with this legal notice shall be subject to the exclusive jurisdiction of the English courts.

## **Problem Statement:**

In a migration or home mover scenario, where the site (identified by Gold Address Key) has multiple MPF lines, the Gaining CP may be unable to accurately identify the correct line to be migrated/taken over. One reason why this is the case is because the Openreach Dialogue Services do not recognise CLIs associated with MPF lines.

In these circumstances, and in order to reduce orders being placed against the incorrect customer's line, a new MPF ALID help line facility is being made available by Sky and TalkTalk. This facility will allow CPs to confirm the **ALID** of a specific MPF line if the CLI is known.

## **New Tactical Process :**

The Gaining CP obtains the CLI associated with the target MPF line and sends an email request (quoting the CLI and postcode) to the 'owning' MPF CP. The MPF CP will confirm by email:-

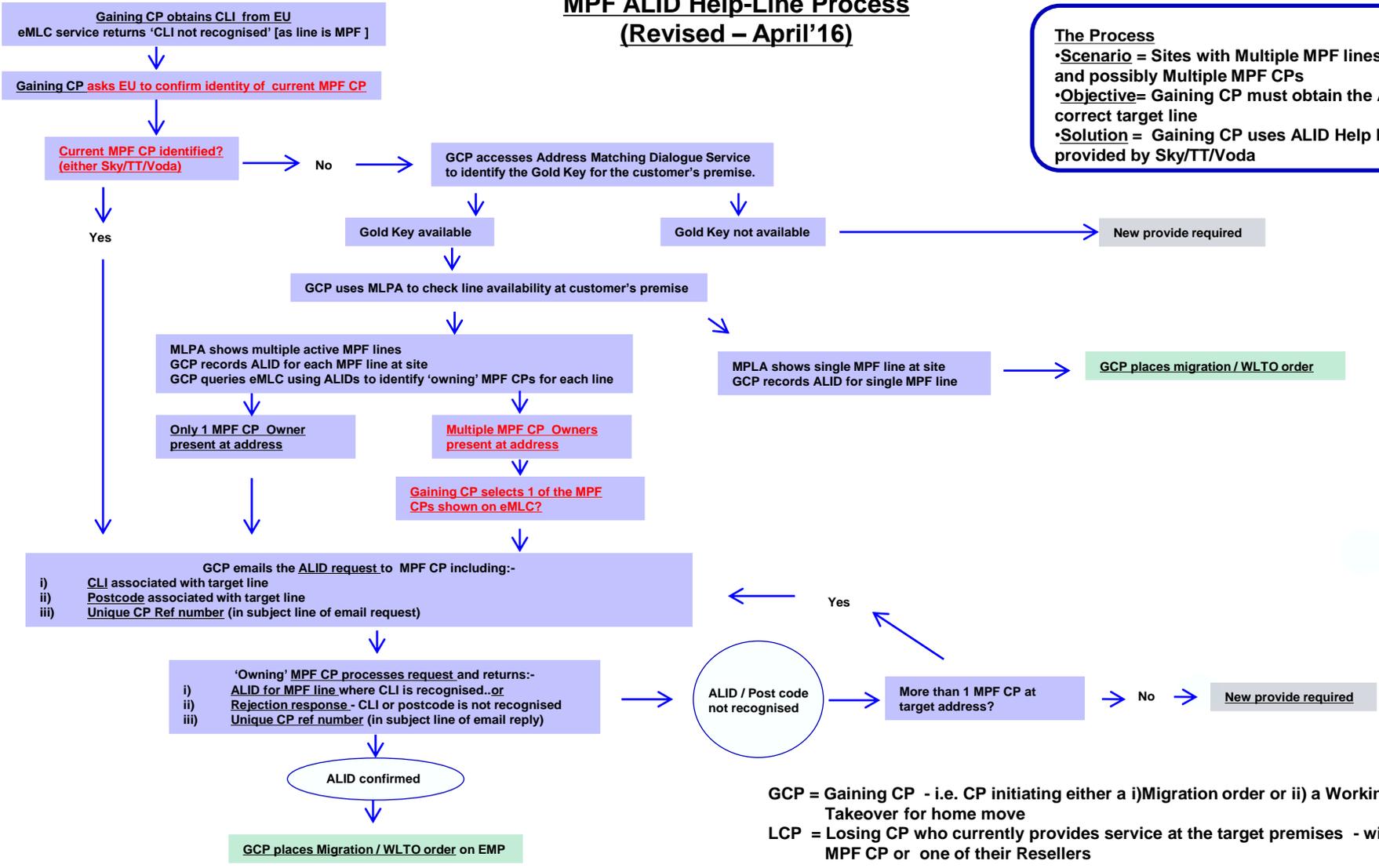
- i) That they own the MPF line that corresponds to the quoted CLI
- ii) The line corresponds to the postcode quoted by the GCP.

If both (i) and (ii) are confirmed, the MPF CP will return the relevant Access Line ID to the Gaining CP in an email. If not, the GCP will be notified of the 'rejection'.

## MPF ALID Help-Line Process (Revised – April'16)

**The Process**

- Scenario** = Sites with Multiple MPF lines and possibly Multiple MPF CPs
- Objective**= Gaining CP must obtain the ALID for correct target line
- Solution** = Gaining CP uses ALID Help Lines provided by Sky/TT/Voda



GCP = Gaining CP - i.e. CP initiating either a i) Migration order or ii) a Working Line Takeover for home move  
 LCP = Losing CP who currently provides service at the target premises - will be an MPF CP or one of their Resellers

**The Process**  
 •**Scenario** = Sites with Multiple MPF lines  
 •**Solution** = How to ID the correct target line

## MPF ALID Help-Line Process (Oct'12)

Gaining CP obtains CLI from EU  
 eMLC service returns 'CLI not recognised' [as line is MPF]

GCP accesses Address Matching Dialogue Service to identify the Gold Key for the customer's premise.

Gold Key available

Gold Key not available

New provide required

GCP uses MLPA to check line availability at customer's premise

MLPA shows multiple active MPF lines  
 GCP records ALID for each MPF line at site  
 GCP queries eMLC using ALIDs to identify 'owning' MPF CPs for each line

MPLA shows single MPF line at site

GCP places migration / WLTO order

GCP emails the ALID request to 'owning' MPF CP(s) including:-

- i) CLI associated with target line
- ii) Postcode associated with target line
- iii) Unique CP Ref number (in subject line of email request)

- 'Owning' MPF CP processes request and returns:-
- i) ALID for MPF line where CLI is recognised..or
  - ii) Rejection response - CLI or postcode is not recognised
  - iii) Unique CP ref number (in subject line of email reply)

ALID confirmed

GCP places Migration / WLTO order on EMP

Yes

ALID / Pcode not recognised

More than 1 MPF CP at target address?

No

New provide required

GCP = Gaining CP - i.e. CP initiating either a i) Migration order or ii) a Working Line Takeover for home move  
 LCP = Losing CP who currently provides service at the target premises - will be an MPF CP or Reseller

**MPF ALID Help Line**  
**-Terms and Conditions**

- **SLA (reasonable endeavours)**
  - MPF CP will aim to respond to requests within 24hrs.
  - Maximum of 25 requests per CP, per week
  
- **Usage terms**
  - Requesting CP to submit request only if end-user is interested in taking service (i.e. not to be used as an ad-hoc, pre-sale marketing tool)
  - In accordance with Ofcom GC, MPF CP will not use the information received to trigger any form of retention activity.
  - On initial registration, the requesting CP will register their intention to abide by the specified 'Terms of Access'
  
- **MPF CP – Disclaimer note**
  - Information is provided in good faith and the service may be withdrawn from CPs who are considered to be abusing the service.
  - The service may be withdrawn at any time if there are operational reasons for doing so.
  - Information may be returned to the CP in a password protected format (if so, the password will be separately shared with the requesting CP).
  
- **Process Improvements**
  - With any new process there is always scope for improvement. CPs are encouraged to register any suggestions for improvement directly to the Office of Telecommunications Adjudicator (OTA)

## **MPF ALID Help Line** **-CP Initial Registration**

**-CPs should send an email to the MPF CP in advance of making their first request (but only when they have a request to make). Email contact details:**

**-Sky**                    [MPFLINEVALIDATION@BSKYB.COM](mailto:MPFLINEVALIDATION@BSKYB.COM)  
**-Talk Talk**            [alidrequests@talktalkbusiness.co.uk](mailto:alidrequests@talktalkbusiness.co.uk)

**-The following details should be included in the email.**

**-CP's email address**

**-CP Name**

**-CP Contact details (i.e. Primary contact name & number)**

**-Content**

**-“Please register our intention to use your MPF Help line facility in accordance with the OTA-specified process document published on the OTA Web-site and the ‘Terms of Access’ specified therein.” (this text to be included in the email)**

**MPF ALID Help Line**  
**Sample Emails**

**CP ALID requests – email format (example)**

-To; [alidrequests@talktalkbusiness.co.uk](mailto:alidrequests@talktalkbusiness.co.uk)  
From; [CP-agent@CP.com](mailto:CP-agent@CP.com)

-Subject; [MPF Alid Request – Ref no 12345](#)  
-Content; [Please provide ALID for the following line:](#)  
[CLI – 0161 616 1616](#)  
[Post Code – M97 GXZ](#)

**MPF CP – ALID response**

-To; [CP-agent@CP.com](mailto:CP-agent@CP.com)  
-From; [alidrequests@talktalkbusiness.co.uk](mailto:alidrequests@talktalkbusiness.co.uk)  
-Subject; [MPF Alid Request – Ref no 12345](#)  
-Content; [Either – ALID is xxxxxxxxxx](#)  
[OR](#)  
[Rejection – CLI not recognised / Postcode mis-match](#)