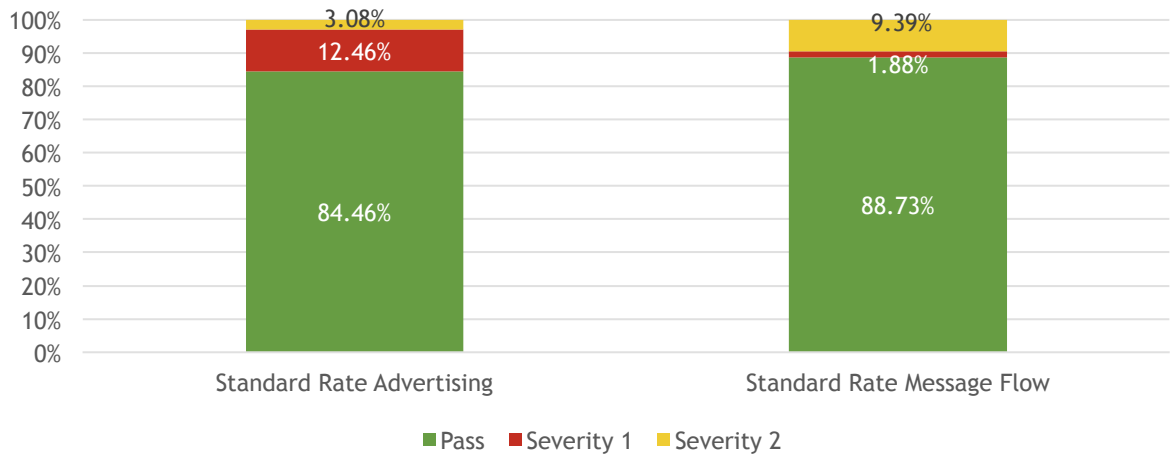


## Auditing Highlights

- ▶ Total advertising failures amounted to 705 among 4,670 interceptions, resulting in a 15.1% overall failure rate.
- ▶ No Severity 0 violations were recorded for the second quarter of 2015.
- ▶ "No mention that message and data rates may apply" accounted for over 76.6% of all advertising violations.

## Standard Rate Audit Results Overview



## Most Common Violations

### Standard Rate Advertising

Violation	Count
No mention that message and data rates may apply	515
No clear indication of privacy policy	424
No link to comprehensive T&Cs	407

### Standard Rate Message Flow

Violation	Count
No customer care contact information	27
No mention that message and data rates may apply	25
No indication that program is recurring	11