



Fair Ticketing Alliance Code of Practice

This Code of Practice has been developed by the Board of the Fair Ticketing Alliance in conjunction with Farrer & Co LLP.

Members of Fair Ticketing Alliance (FTA) are governed by this Code of Practice that helps to ensure an honest and trustworthy marketplace to meet the needs of both consumers and professional ticket agents, as well as ensuring all involved in the industry operate reliably, honourably and lawfully. Members of FTA will abide by all the points contained within the Code of Practice below and they will work to educate and encourage all secondary agents in the business, whether or not they are FTA Members, to follow these best practice guidelines.

Putting fans first

- FTA members shall work to ensure that entertainment fans come first by providing them the greatest choice and flexibility possible on the market.

General principles of moral integrity

- FTA members are expected to provide a service consistent with good business practice, not to engage in methods of trade that are unlawful, and to offer equality of professional service to any consumer regardless of their race, religious belief, gender, sexuality, age, disability or nationality.
- FTA members shall maintain good character and refrain from acting in a manner that is detrimental to the industry or the reputation of the organisation.

Disclosure requirements

- FTA members will disclose to the consumer directly - or disclose the required information to a secondary ticketing exchange site - prior to purchase the exact location of seats represented by any tickets offered for sale (when this information is known), by means of block, row and seat numbers (or applicable standing or general admission zone) - including any restrictions stated on the tickets - and not misinform, mislead or misleadingly omit in anyway any information related to the location of the seats/zone represented.

Compliance and restrictions

- FTA members shall comply with all areas of relevant law¹ regarding the purchasing and reselling of event tickets.
- FTA members will not use any automated devices, applications or programs for the specific purpose of purchasing tickets and shall only obtain or purchase tickets through legal means. FTA members are also against all unscrupulous operators who harvest tickets by bots from abroad.
- FTA members must not purchase tickets for any promoter/artist/venue restricted events, the restrictions for which meet CMA criteria as not being unfair.
- FTA members must not buy or sell tickets for events where all the proceeds from the event go to charity.

Transparency

- FTA members shall not falsely suggest or imply any affiliation with any promoter, venue, box office, agent or any other body or organisation. Conversely FTA members shall make clear any such affiliations to the consumer prior to purchase.
- FTA members shall maintain regular business hours and be contactable by telephone (charged at no more than the basic rate) or by e-mail by clients (or by secondary ticketing exchange sites on behalf of clients) to ensure queries are responded to promptly.
- FTA members should always operate their sales/purchasing processes freely and transparently in order to ensure consumers and music fans understand the purchasing options that work best for them and the contract in which they are entering with the member.
- FTA members shall display the FTA logo on all appropriate business records and in a prominent place in all offices and retail premises that consumers have access to. Advertisements from FTA members shall be legal, decent, truthful and accurate.
- Those FTA members who have websites should have easily-accessible information on their websites as to how consumers can get in touch with them and where complaints can be filed.
- FTA members must deliver tickets purchased by clients (or through secondary exchange sites) promptly and in good time. Where instances of possible late or problematic delivery arise, for whatever reason, members shall inform clients (or the relevant secondary exchange sites) at the nearest given opportunity if there is a reasonable chance their tickets will not be delivered on time. FTA members must offer a suitable remedy to clients in such instances.

¹ Such as the Consumer Rights Act 2015, the Consumer Protection from Unfair Trading Regulations 2008, the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 and the E-Commerce (EC Directive) Regulations 2002.

- FTA members must be committed to adhering to all parts of the Competition and Markets Authority's (CMA) April 2018 secondary ticketing marketplace undertakings,² including providing for publication of business seller information. FTA members also would not list on any reseller sites which do not provide facility for sellers to provide all relevant information related to this compliancy.

Confidentiality, data protection and security of information

- FTA members shall comply with all relevant data protection, security of information (especially payment information) as well as privacy laws. Members are not authorised to publish personal or sensitive information without the explicit consent of the buyer, except where there is a legal obligation to do so. Additionally, email addresses will not be passed on to third-party sites for any reason.
- FTA members shall not release or misuse confidential information given by clients during the process of any business dealings without permission (unless legally required to do so) and shall keep full records of all transactions.

Co-operation with the Government

- FTA members will work with the Government and regulatory bodies to ensure that secondary ticketing exchange sites allow for brokers to comply fully with the law.

Any member found to be in breach of this Code of Practice may be informally warned, formally warned or expelled from the organisation.

² In particular, compliance with the following:

1. Setting out in more detail the information that FTA members will require from ticket sellers;
2. An obligation for FTA members to verify and update this required information, and to remedy any non-disclosure (including the use of appropriate disciplinary measures); and
3. A requirement for FTA members to introduce internal policies, training, monitoring and auditing procedures to ensure compliance with their obligations.