

VIR2 Ltd and BT Collaborate to Offer Charities

Multi-channel Donation Collection

- **Compliant and cost effective donations via SMS and IVR**

13th December 2010 - Vir2 Ltd, the specialist provider of mobile fundraising solutions to the not for profit sector, is working with BT to enable charities to offer donors a choice of payment methods for collecting donations at significantly lower cost to traditional SMS and telephone based services.

The deal means that Vir2 can now offer its charity clients the option to support integrated telephone and SMS campaigns. Charities will only have to ask for the donors personal information once, yet still be able to recognise the donor regardless of the way the donor contacted them. Charities will also be able to trigger repeat donations by text and take the donation in the most efficient way (card or text donation depending on the amount).

Telephone donations will be taken by 'BT SafePay' BT's PCI DSS Level 1 payments system. BT SafePay is a dedicated automated telephone interactive voice response (IVR) system for securely collecting credit and debit card donations. It enables charities and other organisations to avoid the expense of using call centres and guarantees that every call is answered, and that all financial information taken for the donation is secure and complies to the Payments Council highest level of Data Security Standards.

Launched by Agilemedia, BT's Wholesale interactive communications and payments division, the IVR platform in conjunction with the BT Buynet card payment solution has already been used successfully to support BBC Children in Need , BBC Wildlife, Soccer Aid, Comic Relief and the recent Disaster Emergency Committee's appeal for Pakistan.

The platform is also designed to take Gift Aid instructions, so that donors can register a declaration that they are a UK taxpayer - allowing charities to reclaim income tax paid on donations compliantly.

The fully automated platform can be up and running in a matter of hours and allows calls to be managed 24 hours a day, minimising lost donations. Once money is pledged, the payment is authorised and deposited with the charity within 48 hours – offering charities the opportunity to maximise the interest earned on donated funds.

"This deal is about giving our charity clients and their donors' choice," said Roger Craven, CEO, Vir2. "Our charity clients can now access a robust, secure and instant method of handling large value donations, which fits perfectly with our text platform which handles low value donations."

"We are delighted to be working with Vir2 to bring the highest level of security and flexibility to charities when collecting donations. It is great to be able to help charitable organisations with their fundraising" said Graham Pottie, COO, BT Agilemedia.

The deal is a recognition of the growing importance of Vir2 as a supplier of fundraising services to the charity sector. Vir2 was behind the campaigns to introduce special charity short codes and remove VAT from text donations to charity.

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Notes to Editors

About BT Agilemedia

BT Agilemedia is a communications and payments specialist division of BT Wholesale, based in London. We specialise in services that help consumers interact with high profile media events, charities, businesses and each other, via IVR, mobile and online channels. Our products are used to make interaction easy and commercial transactions simple. Organisations that use our services include

all the main UK TV and radio broadcasters, Communications Service Providers, charities, dating companies, magazine and web publishers. For more information call 0800 731 3050.

Security

BT Safepay is an automated credit/debit card payments system which is PCI DSS Level 1 compliant.

With identity theft and credit card fraud on the increase, the recognised standard for handling client data to minimise the impact of non-authorized transactions is PCI DSS (Payment Card Industry Data Security Standard) - approved by Visa, MasterCard and American Express. To achieve compliance businesses are audited and tested to ensure that security policies, firewalls and data handling procedures meet a range of security standards. PCI DSS Level 1 is the highest level of security approval.

Vir2's own SMS system is also hosted in a PCI DSS level 1 certified environment allowing integration with the BT SafePay system without compromising donor data security. BT SafePay has been independently audited and is currently the only platform of its type to be certified Tier 1 compliant to the card payment industry's highest data security standards (PCI-DSS).

About Vir2 Ltd

Vir2 is a specialist SMS and mobile technology service provider to the charity sector. Established five years ago, the company helped to create text donation short codes and has helped to deliver over a thousand charity campaigns. Currently working with over 25% of the top UK charities, the company also works successfully with specialist creative agencies, call centres and many of the UK's smallest charities.

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