

Open and honest

Everything you need to know about our prices, discounts and add-ons, if you're a customer of ours.

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SMARTY is commitment-free mobile

Choose between our plans, order your SIM and activate when it arrives. There's no minimum contract, you can cancel at anytime or change plans monthly, with no strings attached.

All our SIMs are 5G Ready, so as long as you're in an area with 5G coverage and you have a 5G enabled phone, you can connect to the 5G network.

You can manage your plan via your SMARTY dashboard:
smarty.co.uk/dashboard

Voice plans (formerly called SMARTY plans)

All the calls and data you need for less



30GB
£10

+
Unlimited calls
Unlimited texts

Valid for one month.



50GB
£15

+
Unlimited calls
Unlimited texts

Valid for one month.



Unlimited
£20

+
Unlimited calls
Unlimited texts

Valid for one month.

Voice plans (formerly called SMARTY plans)

All the calls and data you need for less



4GB
£6

+
Unlimited calls
Unlimited texts

Valid for one month.



8GB
£7

+
Unlimited calls
Unlimited texts

Valid for one month.



12GB
£8

+
Unlimited calls
Unlimited texts

Valid for one month.

Data discount plans

Get money off your next month for any unused data

1GB £6	2GB £7	3GB £8	4GB £9	8GB £15
+ Unlimited calls Unlimited texts	+ Unlimited calls Unlimited texts	+ Unlimited calls Unlimited texts	+ Unlimited calls Unlimited texts	+ Unlimited calls Unlimited texts
Valid for one month.	Valid for one month.	Valid for one month.	Valid for one month.	Valid for one month.
No longer available to new customers				

Standard Plan pricing. Plans may change in the future and promotions and offers on plans may run at various times and in various channels.

How Data Discount works

With our Data Discount plans, you get a discount on your next month for any unused data. At the end of the month, your unused data is calculated and converted into a discount. We then credit your plan the following month, up to the maximum discounts below, as there is a minimum £5 service charge for all plans (used to cover network costs and provide unlimited calls and texts).

	No longer available to new customers				
Discount	1GB	2GB	3GB	4GB	8GB
Service charge	£5	£5	£5	£5	£5
Maximum discount	£1	£2	£3	£4	£10
Discount per un-used GB	£1	£1	£1	£1	£1

Data Only plans

Perfect for when you need great value data and nothing else.



Valid for one month.

Valid for one month.

Valid for one month.

Valid for one month.

Valid for one month.

Special calls and charges

All plans, excluding our Data Only plans, include unlimited calls and texts.

Unlimited calls include: standard UK landlines (starting 01, 02 and 03; excludes calls to the Isle of Man or the Channel Islands), freephone numbers (starting 080), standard UK mobiles (starting 07) and calls within our Roaming EU Countries.

Out of bundle call charges (all plans)

Corporate numbers		Personal numbers starting 070, our bands are as follows:		Free numbers		Text Relay	Satellite numbers	Premuim Rate numbers 084/087:
12.9p per min	numbers starting with 05	10p per min	Band 1	Free	999	25% off all chargeable calls made via a text relay service such as Relay UK	£6 per min	3p/minute Access Charge, plus a fixed or per minute Service Charge which is set by the person you are calling (they'll tell you this). The total cost of the call is the Access Charge plus Service Charge. Customers will be able to make premium calls at a maximum rate of £40 for a single call and a cap on total monthly spend of £240.
		50p per min	Band 2	Free	112			
		60p per min	Band 3	Free	NHS 111			
				Free	101 single non-emergency			
				Free	105 National power emergency			

Additional out of bundle call charges for Data Only plans

Voice	SMS	MMS
10p per minute	10p per text	40p per message

Calls to directory enquiries

Directory enquiry number	Cost
National 118333 International 118313	3p/minute Access Charge set by SMARTY (one minute minimum charge), plus a Service Charge set by the enquiries service (£3.60 to connect, plus 10p/minute after the first minute).
Directory services for people with disabilities 195 multi-search	Free to call 195 for SMARTY's registered users

Fair use policies

With our Unlimited data plans there's no hidden 'fair use policies' within the UK, giving you all the access to the Internet you'd need without worrying about hefty bills and no data speed restrictions.

If you're travelling in the EU you will be subject to our fair use limit of 12GB each month.

All our SMARTY plans must only be used for your personal and non-commercial use.

Our add-ons

If you run out of data, want to make chargeable calls, roam without restriction in the EU or get unlimited data for a few days, you can buy an add-on. You can buy the relevant add-on for you at anytime via your SMARTY dashboard.

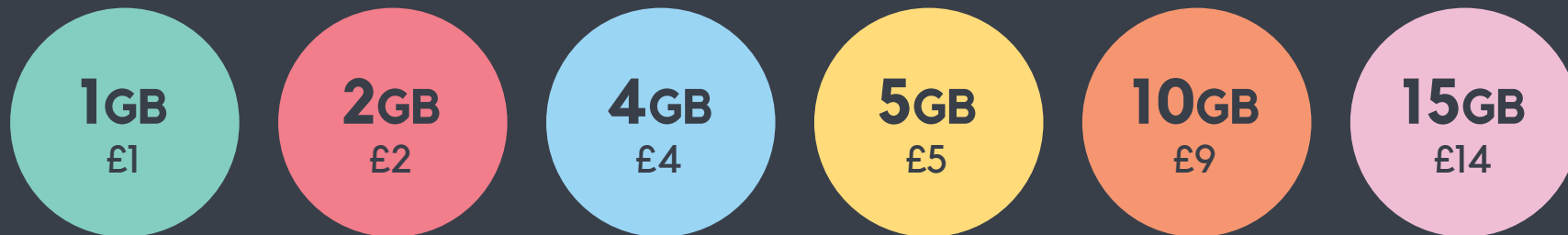
Data add-ons and out of plan add-ons will never expire as long as you are with SMARTY and you can choose how many days you want for an EU Roaming Pass or a UK Unlimited Data Pass.

All the details for each add on are on the following pages.

Our data add-ons

You can pick how much extra data you want to add on to your plan from the below options. This data can be used in the UK or EU and doesn't have an expiry date for as long as you're with SMARTY, so use it when suits you.

Add-on price includes VAT.



Out of plan add-ons

Our out of plan add-ons are available in increments of £5 (up to £15).

The type of calls you can make with this out of plan add-on are UK premium numbers starting with 084 or 087, and to call Directory Enquiries. See pages 9 and 10 for pricing.

You need an out of plan add-on for international calls and roaming. See pages 16, 19 and 22 for pricing.

Top up your out of plan balance, then just pay as you go.

NB. Data Only customers who purchase an out of plan add-on can use this credit to make UK and EU calls. See pages 9, 10 and 19 for pricing.

What can you use your out of plan add-on for?	Voice plans	Data Only plans
Make calls to 01, 02, 03, 07 numbers	in bundle	✓
Make an international call	✓	✓
Use data while roaming outside the EU	✓	✓
Call premium rate numbers (084, 087)	✓	✓

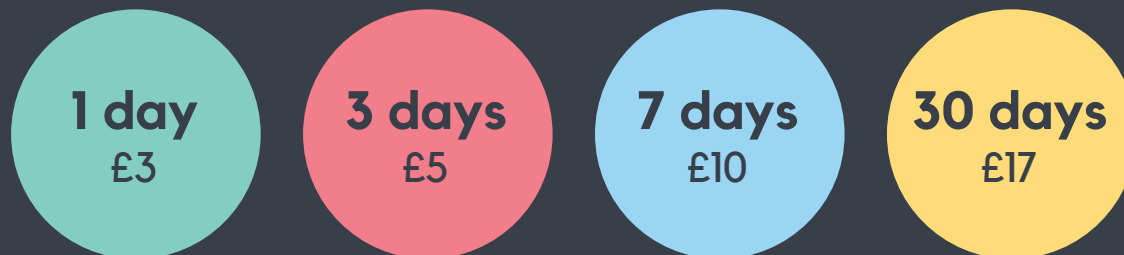
Our add-ons – UK Unlimited Data Passes

SMARTY's UK Unlimited Data Passes give you access to more data, when and where you need it and for as long as you need it.

UK Data Passes are available for 1 day, 3 days, 7 days and 30 days (where a day is determined as 24 hours from the time of activation) and give you Unlimited data, in the UK only, for that period, without touching your normal plan data allowance.

When the pass expires, you will return to your normal plan data allowance that you have remaining for that month.

Add-on price includes VAT.



Our add-ons – EU Roaming Data Passes

SMARTY's EU Roaming Data Passes give you access to your whole plan data allowance for the period of time you choose, instead of being restricted to the standard monthly 12GB EU roaming fair usage cap. See page 11 for information on "Fair usage policies" and page 17 for details of "Roaming".

EU Roaming Data Passes are available for 1 day and 3 days (where a day is determined as 24 hours from time of activation) and, if you are on a plan with over 12GB, gives you access to the rest of your plan whilst in the EU, for that period. When the pass expires, you will return to your normal data plan.

Add-on price includes VAT.



Roaming

— using your mobile abroad

With SMARTY you can use your mobile to call, text and get online while travelling abroad.

Travelling in the EU

Data comes out of your monthly allowance or data add-ons (Up to 12GB of fair use in the EU). Calls and texts are unlimited for calls to the UK or within the EU (excluding Data Only plans). Please see page 10 for more information about our Fair Use Policy.

You need an out of plan add-on to make calls and texts from EU countries to the rest of the world and with a Data Only plan to make calls and texts to the UK or within the EU.

Travelling outside the EU

You need an out of plan add-on for data, calls and texts for countries outside the EU. Top up your out of plan balance, then just pay as you go.

Roaming – country bands

The roaming rates you'll be charged for calls and messages while abroad will depend on which band the country you're travelling in falls into. See the table below to find out.

Roaming EU	Roaming 1A	Roaming 1	Roaming 2	Roaming 3	Roaming 4	
Austria	Channel Islands	Australia	Albania	Algeria	Afghanistan	Laos
Belgium	Isle of Man	Azerbaijan	Argentina	Anguilla	Andorra	Lebanon
Bulgaria	Switzerland	Brazil	Belarus	Antigua & Barbuda	Angola	Libya
Comoros & Mayotte		Chile	Bermuda	Barbados	Armenia	Madagascar
Croatia		Colombia	Bolivia	British Virgin Islands	Bahamas	Malawi
Cyprus		Costa Rica	Bosnia & Herzegovina	Cambodia	Bahrain	Maldives
Czech Republic		Ecuador	Canada	Cape Verde	Bangladesh	Mauritius
Denmark		Egypt	China	Cayman Islands	Belize	Mongolia
Estonia		El Salvador	Cote d'Ivoire	Dominica (Commonwealth of)	Benin	Mozambique
Finland		Guatemala	Dominican Republic	Gambia	Bhutan	Namibia
France		Hong Kong	Fiji	Grenada	Botswana	Netherlands Antilles
French Guiana		Indonesia	Guyana	Jamaica	Brunei Darussalam	Niger
Germany		Israel	Honduras	Japan	Burkina Faso	Papua New Guinea
Gibraltar		Kazakhstan	India	Jordan	Burundi	Paraguay
Greece		Kyrgyz Republic	Kuwait	Kenya	Cameroon	Rwanda
Hungary		Macedonia	Macau	Montserrat	Congo	Senegal
Iceland		Malaysia	Morocco	Saint Kitts & Nevis	Congo Dem Rep	Seychelles
Ireland		Mexico	Nepal	Saint Lucia	Cuba	South Korea
Italy		Moldova	Nigeria	Saint Vincent and the Grenadines	Equatorial Guinea	Sudan
Latvia		Monaco	Oman	Sierra Leone	Ethiopia	Tajikistan
Liechtenstein		Montenegro	Philippines	Trinidad & Tobago	Faroe Islands	Tanzania
Lithuania		Myanmar	Puerto Rico	Tunisia	French Polynesia	Togo
Luxembourg		New Zealand	Qatar	United Arab Emirates	Gabon	Turkmenistan
Malta		Nicaragua	Saudi Arabia	Virgin Islands	Georgia	Uganda
Netherlands		Pakistan	South Africa		Ghana	Uzbekistan
Norway		Panama			Greenland	Vanuatu
Poland		Peru			Guinea-Bissau	Yemen
Portugal		Russia			Iran	Zambia
Reunion		Serbia			Iraq	
Romania		Singapore				
Slovakia		Sri Lanka				
Slovenia		Taiwan				
Spain		Thailand				
Sweden		Turkey				
		Ukraine				
		United States of America				
		Uruguay				
		Venezuela				

Roaming rates

Band	Data (per MB)	Voice Call Calling back to the UK and within the same country (per min)*	Voice Call Calling anywhere else in the world (per min)	Voice Call (receive)	SMS MMS pic/vid to the UK and within the same country (per message)	SMS MMS pic/vid anywhere else in the world (per message)	Video Call (per min)	Satellite (per min)
Voice plans & Data Discount plans								
EU	in bundle	in bundle	£0.40	in bundle	in bundle	£0.10	in bundle	£10.00
1A	£0.02	£0.10	£0.40	in bundle	in bundle	£0.10	£2.50	£10.00
Data only plans								
EU	in bundle	£0.40	£0.40	in bundle	£0.10	£0.10	£2.50	£10.00
1A	£0.02	£0.10	£0.40	in bundle	£0.10	£0.10	£2.50	£10.00
All plans								
Roaming 1	£0.10	£0.50	£0.50	£0.05	£0.20	£0.20	£2.50	£10.00
Roaming 2	£0.25	£1.00	£1.00	£0.30	£0.40	£0.40	£2.50	£10.00
Roaming 3	£1.00	£2.50	£2.50	£1.00	£0.40	£0.40	£2.50	£10.00
Roaming 4	£5.00	£2.50	£2.50	£1.00	£0.40	£0.40	£2.50	£10.00

*If roaming within the EU this is also included in bundle to other countries in the EU (excluding Data Only plan)

International – using your mobile from the UK

You can make calls and send messages to international numbers from the UK.

You'll just need an out of plan add-on. Top up your out of plan balance, then just pay as you go.

International – country bands

The international rates you'll be charged for calls and messages to international numbers will depend on which Band the country you're trying to contact falls in. See the table below to find out:

Int 1	International 2		International 3		International 4		Int 5	Int 6	Int 7
Bulgaria	American Samoa	Japan	Afghanistan	Jordan	Albania	Mauritania	Algeria	Diego Garcia	Ascension
Channel Islands	Australia	Kuwait	Andorra	Lebanon	Antigua & Barbuda	Micronesia	Burundi	Falkland Islands	Indonesia
China	Australian External Territories	Laos	Angola	Mauritius	Armenia	Moldova	Central African Republic	Kiribati	Saint Helen
Czech Republic	Austria	Latvia	Anguilla	Nepal	Azerbaijan	Monaco	Chad	Nauru	
Denmark	Bangladesh	Liechtenstein	Argentina	Netherlands Antilles	Belarus	Montenegro	Chile	Niue	
France	Belgium	Macau	Aruba	New Caledonia	Benin	Montserrat	Congo	Sao Tome & Principe	
Germany	Belgium	Malaysia	Bahamas	Nigeria	Bosnia & Herzogovina	Mozambique	Congo Dem Rep	Tokelau	
Greece	Bermuda	Martinique	Bahrain	Palau	Burkina Faso	Nicaragua	Cook Islands	Tuvalu	
Hong Kong	Bhutan	Mexico	Barbados	Palestine	Cameroon	Niger	Cuba		
Hungary	Brazil	Mongolia	Belize	Panama	Cape Verde	North Korea	Equatorial Guinea		
India	Brunei	Namibia	Bolivia	Panama	Cote d'Ivoire	Oman	Gambia		
Isle of Man	Darussalam	Netherlands	Botswana	Paraguay	Djibouti	Peru	Guinea		
Italy	Cambodia	New Zealand	British Virgin Islands	Philippines	East Timor	Rwanda	Madagascar		
Lithuania	Canada	Norway	Cayman Islands	Qatar	Ethiopia	Saint Pierre & Miquelon	Maldives		
Luxembourg	Comoros & Mayotte	Pakistan	Colombia	Russia	Fiji	San Marino	Morocco		
Malta	Costa Rica	Puerto Rico	Dominica	Saint Kitts & Nevis	Gabon	Senegal	Papua New Guinea		
Poland	Croatia	Reunion	(Commonwealth of)	Saint Lucia	Georgia	Serbia	Samoa		
Portugal	Cyprus (North)	Singapore	Dominican Republic	Saint Vincent & The Grenadines	Ghana	Somalia	Seychelles		
Romania	Cyprus	Slovakia	Ecuador	Saudi Arabia	Greenland	Suriname	Sierra Leone		
Spain	Cyprus	Slovenia	Egypt	South Africa	Haiti	Syria	Solomon Islands		
Sweden	Estonia	South Korea	El Salvador	South Africa	Kazakhstan	Tajikistan	Tunisia		
USA	Finland	Switzerland	Eritrea	Sri Lanka	Kenya	Tanzania	Vanuatu		
	French Guiana	Thailand	Faroe Islands	Sudan	Kyrgyz Republic	Togo	Zambia		
	Gibraltar	Turkey	Swaziland	Swaziland	Lesotho	Tonga			
	Guam	United States Virgin Islands	Taiwan	Taiwan	Liberia	Trinidad & Tobago			
	Iceland	Uzbekistan	Turkmenistan	Turks & Caicos Islands	Libya	Uganda			
	Ireland	Vatican City	Guadeloupe	Ukraine	Macedonia	Wallis & Futuna			
	Israel	Vietnam	Guatemala	United Arab Emirates	Malawi	Zimbabwe			
			Guyana	Uruguay	Mali				
			Honduras	Venezuela	Marshall Islands				
			Iran						
			Iraq						

International rates

Band	Voice call (per minute)	SMS (per message)	MMS pic/vid (per message)	Video call (per minute)
International 1	£0.19	£0.06	£0.20	£1.50
International 2	£0.19	£0.06	£0.20	£1.50
International 3	£0.30	£0.10	£0.20	£1.50
International 4	£0.50	£0.10	£0.20	£1.50
International 5	£1.00	£0.10	£0.20	£1.50
International 6	£1.20	£0.10	£0.20	£1.50
International 7	£2.00	£0.10	£0.20	£1.50

Text relay calls to international numbers (via the shortcode 18001) will have a 25% discount to the rates above.

If you have any queries, you can use our web chat and one of the members of our team will assist you.

Alternatively, you can email us on team@smarty.co.uk