

Open and honest

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

V32 (1 March 2024)

SMARTY
Simple, honest mobile

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SMARTY is commitment-free mobile

One of the joys of SMARTY is that it's super simple – pick your plan, order your SIM then activate it when it arrives; easy. You pay in advance for your one-month plan and there's no minimum contract, so you can cancel anytime or change plans monthly.

To make sure you keep connected just choose to auto-renew, then we'll automatically take payment every month for the plan you picked. If you'd rather pay manually, please remember to make your payment in time before the next month.

Everything you need to manage your plan and payments is on your SMARTY dashboard:

smarty.co.uk/dashboard

If you choose to auto-renew and a payment fails, we'll send you a reminder to make a payment, otherwise your service will be disconnected. If you don't pay manually, we'll try to take payment again over the next few days so please check you've got funds in your nominated bank account. If that's successful, you'll be reconnected straight away, and your next month's plan will start from when the payment was taken.

All our SIMs are 5G Ready, so if you're in an area with 5G coverage and you have a 5G enabled Phone, then you're good to go.

Voice plans (formerly called SMARTY plans)

All the calls and data you need for less. All voice plans include unlimited UK calls and texts. Valid for one month.



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

SMARTY Social Tariff (Voice plan)

Unlimited UK data, calls and texts for Eligible Customers. See [Terms](#) for details.
Valid for one month.



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

Data discount plans

Get money off your next month for any unused data.

A pink circular icon representing the 1GB data plan.

1GB
£6

+
Unlimited UK
calls and texts

Valid for one month.

A light blue circular icon representing the 2GB data plan.

2GB
£7

+
Unlimited UK
calls and texts

Valid for one month.

An orange circular icon representing the 3GB data plan.

3GB
£8

+
Unlimited UK
calls and texts

Valid for one month.

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

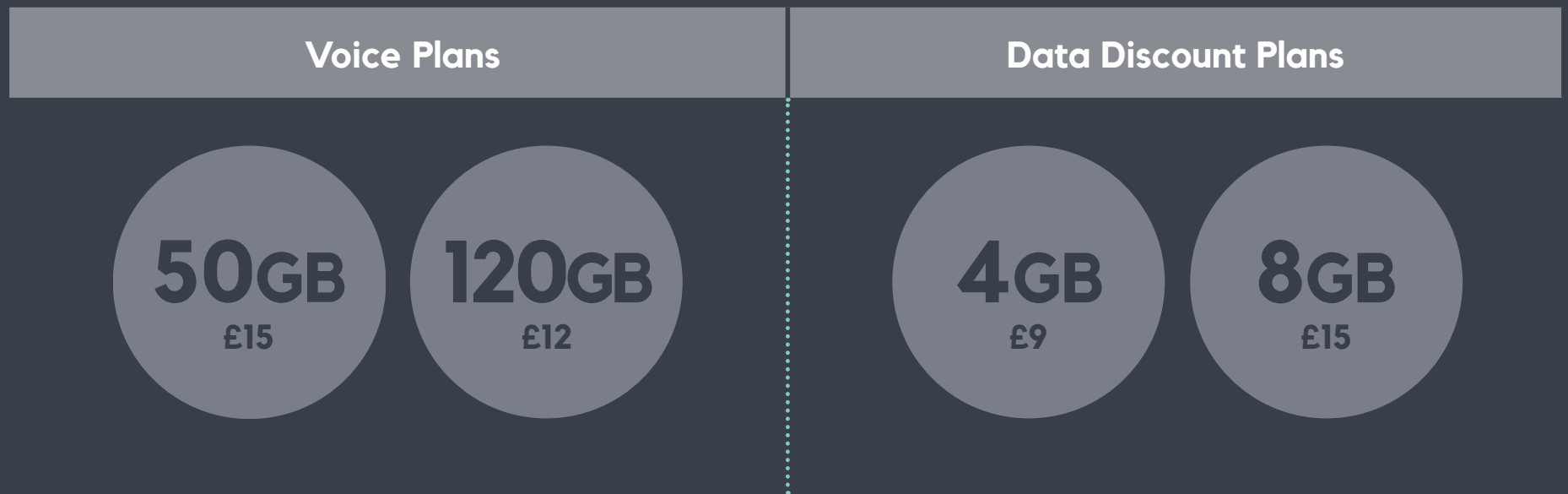
How Data Discount works

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).

Discount	1GB	2GB	3GB
Service charge	£5	£5	£5
Maximum discount	£1	£2	£3
Discount per un-used GB	£1	£1	£1

Discontinued Plans

These plans are no longer available to new or existing customers.



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.

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

Special calls and charges

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

Unlimited calls include standard UK landlines (starting 01, 02 and 03) freephone numbers (starting 080), standard UK mobiles (starting 07) and when in the EU, calls within our Roaming EU Countries.

Unlimited calls and texts exclude calls to the Isle of Man or the Channel Islands.

Out of bundle call charges (all plans)

Corporate numbers		Personal numbers starting 070, our bands are as follows:		Free numbers		Text Relay	Satellite numbers	Premium 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	<p>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).</p> <p>The total cost of the call is the Access Charge plus Service Charge.</p> <p>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.</p>
		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			
				Free	116000 Missing people helpline			
				Free	116006 Pan European helplines Helpline for victims of crime*			
				Free	116111 Pan European helplines Child helplines			
				Free	116117 Pan European helplines non-emergency medical on-call service*			
				Free	116123 Samaritans			
		Free	85258 SHOUT mental health support					

*Not used in the UK

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).
Directory services for people with disabilities 195 multi-search	Free to call 195 for SMARTY's registered users

Additional out of bundle call charges for Data Only plans

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

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 and can roam for up to 60 consecutive days at a time. See our [Terms of Service](#) for more details.

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

Our add-ons

Sometimes we all need a little extra and that's where our add-ons come in. You can buy one if you run out of data or want to get unlimited data for a few days. They also let you make chargeable calls, and roam without restriction anywhere in the EU.

The good news is that as long as you're with SMARTY any data add-ons and out of plan add-ons you buy won't expire plus you can choose how many days you want for an EU Roaming Pass or a UK Unlimited Data Pass.

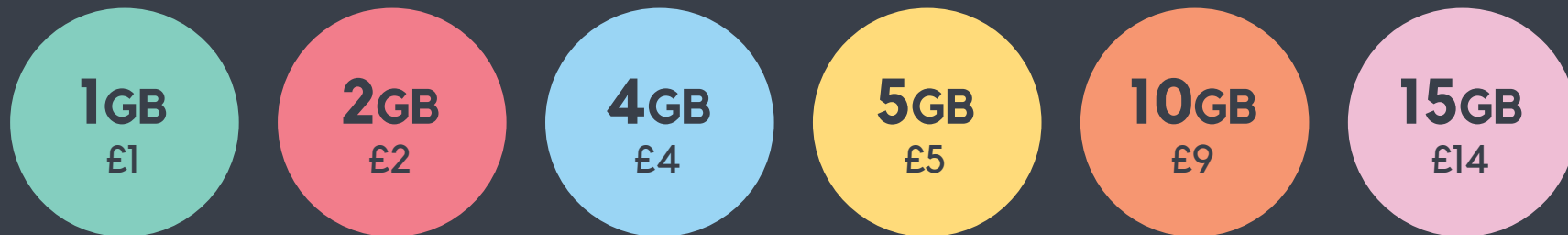
You can buy an add-on anytime through your SMARTY dashboard and read all about our different add-ons on the next few pages.

Our data add-ons

Like everything with SMARTY, when it comes to add-ons, you're in control and can pick how much data you want from the options below.

Your extra 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 when you use it is up to you.

All our add-on prices include VAT.



Out of plan add-ons

You can get out of plan add-ons in increments of £5 (up to £15). They'll allow you to call UK premium numbers starting with 084 or 087, and Directory Enquiries. See pages 10 and 11 for pricing.

Grab an out of plan add-on for international calls and roaming. See pages 19-23 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 10, 11 and 20 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)	✓	✓

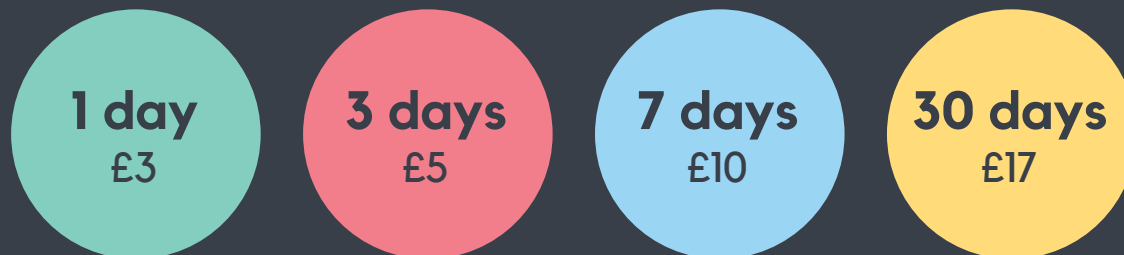
Our add-ons – UK Unlimited Data Passes

SMARTY's UK Unlimited Data Passes give you access to more data, when 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 12 for information on "Fair usage policies" and page 18 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 12 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 while abroad will depend on which band the country you're travelling in falls into. See page 20 for further details.

Countries may be removed or added, and banding and rates may change. Before travelling, please check the latest Price Guide.

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

*Call and message roaming only

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)	Satellite (per min)
Voice plans & Data Discount plans							
EU	in bundle**	in bundle	£0.40	in bundle	in bundle	£0.10	£10.00
1A	£0.02	£0.10	£0.40	in bundle	in bundle	£0.10	£10.00
Data only plans							
EU	in bundle**	£0.40	£0.40	in bundle	£0.10	£0.10	£10.00
1A	£0.02	£0.10	£0.40	in bundle	£0.10	£0.10	£10.00
All plans							
Roaming 1	£0.10	£0.50	£0.50	£0.05	£0.20	£0.20	£10.00
Roaming 2	£0.25	£1.00	£1.00	£0.30	£0.40	£0.40	£10.00
Roaming 3	£1.00	£2.50	£2.50	£1.00	£0.40	£0.40	£10.00
Roaming 4	£5.00	£2.50	£2.50	£1.00	£0.40	£0.40	£10.00

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

**In bundle up to 12GB fair usage limit, then can use an EU data pass or data add on to continuing data roaming

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 and on page 23.

Countries may be removed or added and banding and rates may change. Before calling, please check the latest Price Guide.

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

International rates

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

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