

Open and honest

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

V42 (25th August 2026)

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 (or straight away if you've picked an eSIM); 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.

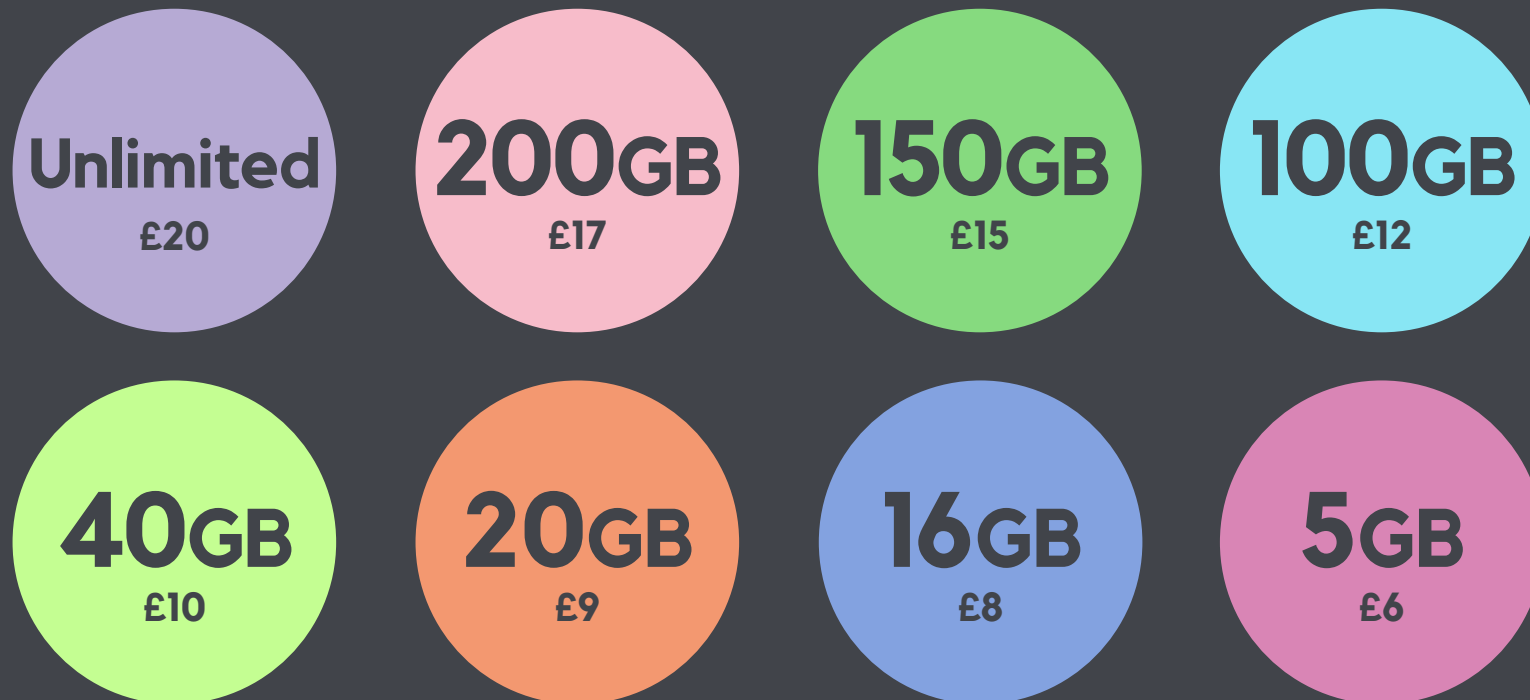
All our SIMs are 5G Ready, so if you're in an area with 5G coverage and you have a 5G enabled Phone, then you're good to go.

This Price Guide is effective from the date of publication (see p1). In the event of a difference between this Price Guide and the information published elsewhere, other than the [Terms and Conditions](#) for using SMARTY, this Price Guide will take precedence.

Rolling monthly plans

(formerly called SMARTY plans)

All the calls and data you need for less. All rolling monthly 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 (Rolling monthly 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 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.

Group plans

At SMARTY we provide customers with even better value if you come together with your family and friends and set up a Group. There are two types of Group plans available so you can choose which best suits you.

Mix & Match	Everyone Unlimited
Choose the plans with the right amount of data to suit each of your Group members and get 10% off each plan in your Group each month. (Minimum 2 plans and maximum 8 plans).	Want all of your Group to have unlimited data? With the Everyone Unlimited Group, your first unlimited plan is £20 and then each extra unlimited plan added to the Group is just £15 per month (max 8 plans per group).

To find out more about Groups and to help you choose which is best for you, visit <https://smarty.co.uk/group-plans>

The Mix & Match discount cannot be used with Social Tariff, Everyone Unlimited or with certain promotional offers. Detailed terms for how each of the Groups work can be found in our [terms and conditions](#).

Discontinued Plans

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

Rolling monthly plans

50GB
£15

120GB
£12

8GB
£7

8GB
£15

4GB
£9

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 discount available for your selected plan, subject to the minimum £5 service charge for all data discount plans (used to cover network costs and provide unlimited calls and texts).

3GB
£8

2GB
£7

1GB
£6

Customers who signed up to one of these plans before they were discontinued will remain on these plans as long as they auto-renew. Once you change to another plan, or go inactive, you will not be able to return to these discontinued plans.

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, standard UK and EU landlines and mobile calls within our Roaming EU Countries.

Unlimited calls and texts exclude calls to the Isle of Man or the Channel Islands, texts to chargeable shortcode numbers. See next page for details on shortcode charges.

Out of bundle call/SMS 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	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			
				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 SMS only	85258 SHOUT mental health support			
				Free SMS only	61016 non-emergency reporting service to British Transport Police			

Calls to directory enquiries

Directory enquiry number	Cost
118119	3p/minute Access charge set by SMARTY, plus a service charge set by the enquiry service (77p to connect, plus £1.55 per minute).
Directory services for people with disabilities 195 multi-search	Free to call 195 for SMARTY's registered users

Shortcodes

Check out the cost to send or receive messages to shortcode numbers using our shortcode checker [here](#).

You will need an out-of-plan add-on to send/receive chargeable shortcode messages. (See page 13 for details.)

If you have a Data Only plan, you can only send shortcode messages to the following limited numbers:

65075	75075	85075	60190	60197	60032	85258	61016
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Additional out of bundle call charges for Data Only plans

Voice	SMS	MMS
10p per minute	10p per text (excluding shortcodes)	40p per message

Other than where stated otherwise in this Price Guide, all call durations are rounded up to the nearest second and are charged per second, rounded up to the nearest pence amount for charging.

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.

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

EU Usage Limit

In the EU you can roam for up to 60 consecutive days at a time. If you're travelling in the EU, you will be subject to our EU data roaming limit of 12GB (other than in Ireland, where you can use your full monthly data allowance to avoid the risk of being charged for inadvertent roaming on the Northern Ireland border). See our [Terms of Service](#) for more details.

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.

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, call 070 and 05 numbers, send/receive chargeable shortcode messages (excluding Data Only plans) and call Directory Enquiries. See pages 9 and 10 for pricing.

Grab an out of plan add-on for international calls and roaming. See pages 18-22 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 22 for pricing.

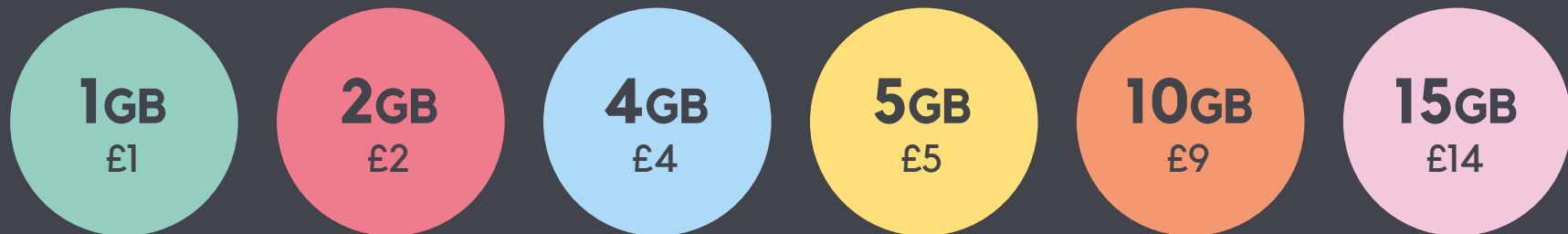
What can you use your out of plan add-on for?	Rolling monthly plans	Data Only plans
Make calls to 01, 02, 03, 07 numbers	in bundle	✓
Make an international call	✓	✓
Use data while roaming outside the EU	✓	✓
Call premium rate numbers (084, 087), 070 and 05 number and directory inquiries.	✓	✓
Chargeable shortcode messages	✓	✗

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.



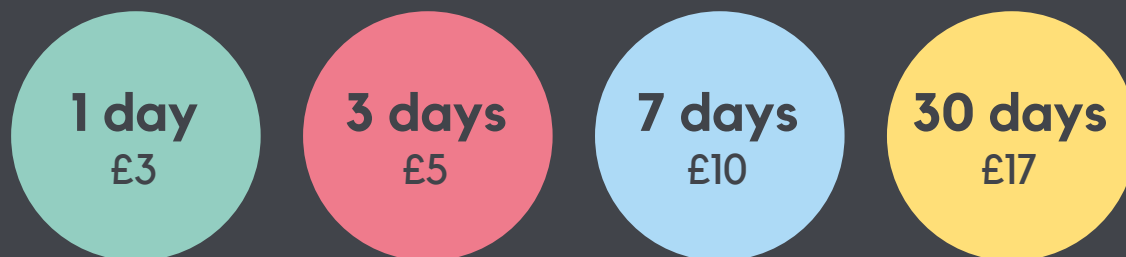
Our add-ons — UK Unlimited Data Passes

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 usage limit.

See page 11 for information on "EU Usage Limit" 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.

You do not need to buy an EU Roaming Data Pass if in Ireland, as you will have access to your full monthly data allowance (this is to avoid the risk of being charged for inadvertent roaming on the Northern Ireland border).

Add-on price includes VAT.

1 day
£3

3 days
£7

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

Up to 12GB of data comes out of your monthly allowance when roaming in the EU* or you can buy a data add-on or EU roaming data pass for more data. Calls and texts are unlimited for calls to the UK or within the EU (excluding Data Only plans). Please see page 11 for more information about our EU Usage Limit.

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.

*In Ireland you will have access to your full monthly data allowance (this is to avoid the risk of being charged for inadvertent roaming on the Northern Ireland border).

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 19 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
Aland Islands (Finland)	Channel Islands	Australia	Albania	Algeria	Afghanistan
Austria	Isle of Man	Azerbaijan	Argentina	Anguilla	Andorra
Azores (Portugal)	Liechtenstein	Brazil	Belarus	Antigua & Barbuda	Angola*
Balearic Islands (Spain)	Switzerland	Chile	Bermuda	Barbados	Armenia
Belgium		Colombia	Bolivia	British Virgin Islands	Aruba
Bulgaria		Costa Rica	Bosnia & Herzegovina	Cambodia	Bahamas
Canary Islands (Spain)		Cyprus, North (Turkey)	Canada	Cape Verde	Bahrain
Croatia		Ecuador	China	Cayman Islands	Bangladesh
Cyprus		Egypt	Cote d'Ivoire	Dominica	Belize
Czech Republic		El Salvador	Dominican Republic	Gambia	Bonaire
Denmark		Guam	Fiji	Grenada	Botswana*
Estonia		Guatemala	Guyana	Jamaica	Brunei Darussalam
Finland		Hong Kong	Honduras	Japan	Burkina Faso
France		Indonesia	India	Jordan	Cameroon
French Guiana		Israel	Kuwait	Kenya	Congo
French West Indies		Kazakhstan	Macao/Macau	Montserrat	Congo Dem Rep
Germany		Kosovo	Morocco	Saint Kitts & Nevis	Cuba
Gibraltar		Kyrgyzstan	Nepal	Saint Lucia	Curaçao
Greece		Malaysia	Nigeria	Saint Vincent and the Grenadines	Equatorial Guinea*
Guadeloupe		Mexico	Oman	Sierra Leone	Eswatini
Hungary		Moldova	Philippines	Trinidad & Tobago	Ethiopia
Iceland		Monaco	Puerto Rico	Tunisia	Falkland Islands
Ireland		Montenegro	Qatar	Turks and Caicos Islands	Faroe Islands
Italy		Myanmar	Saudi Arabia	United Arab Emirates	French Polynesia
Latvia		New Zealand	South Africa	United States	Gabon
Lithuania		Nicaragua		Virgin Islands	Georgia
Luxembourg		North Macedonia			Ghana
Madeira (Portugal)		Pakistan			Greenland
Malta		Panama			Guinea
Martinique		Peru			Guinea-Bissau
Mayotte		Russian Federation			
Netherlands		Serbia			
Norway		Singapore			
Poland		Sri Lanka			
Portugal		Taiwan			
Reunion		Thailand			
Romania		Turkey			
Saint Barthélemy		Ukraine			
Saint Martin		United States of America			
San Marino		Uruguay			
Slovakia		Venezuela, Bolivarian Republic of			
Slovenia		Vietnam			
Spain					
Sweden					
Vatican City					

*Call and message roaming only

Roaming rates

Call durations are rounded up to the nearest second and are charged per second, rounded up to the nearest pence amount for charging.

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)	Voice Calls to Maritime & Satellite (per min)
Rolling monthly 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 EU usage limit, then can use an EU data pass or data add on to continuing data roaming. In Ireland you will have access to your full monthly data allowance (this is to avoid the risk of being charged for inadvertent roaming on the Northern Ireland border).

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 22.

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

International rates

Call durations are rounded up to the nearest second and are charged per second, rounded up to the nearest pence amount for charging.

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.

How do we measure data usage?

Data usage is measured in bytes, this is then aggregated up into large units of measure:

- Kilobyte (kB) = 1024 bytes
- Megabyte (MB) = 1024kB
- Gigabyte (GB) = 1024MB
- Terabyte (TB) = 1024GB
- Petabyte (PB) = 1024TB

All current data tariffs are charged and purchased as part of an inclusive allowance and/or as part of an Add-on which provides a specified amount of data you can use for a fixed price. Data usage is calculated based on the amount of data that travels over the data network. Please note that usage may include re-sent data packets and packets added to control the flow of data over the network. Data is charged at each full MB level.

If you have any queries, you can check out our **FAQs** or contact us via **web chat** and one of the members of our team will assist you.

Go to **www.smarty.co.uk/contact** for further details.