

How to change your communication preferences by text (SMS)

We've made choosing how you hear from us simple. One way is to just send a simple text.

Here's a full list of the text codes you need, and the types of communication and services they control. From time to time we may need to change these codes – so remember to check back for the latest updates.

If you want to...	You need to text...	To...
Opt out of Marketing		
Opt out of calls from us about Vodafone products and services	STOP CALL	9774
Opt out of text from us about Vodafone products and services	STOP SMS	9774
Opt out of multimedia messages (MMS) from us about Vodafone products and services	STOP MMS	9774
Opt out of us using Billing & Account Data to offer you tailored products and services.	STOP BASIC	9774
Opt in to Marketing		
Give us permission to call you about Vodafone products and services	START CALL	9774
Give us permission to send you texts (SMS) about Vodafone products and services	START SMS	9774
Give us permission send you multimedia messages (MMS) about Vodafone products and services	START MMS	9774
Give us permission to send you marketing using your basic Billing & Account information.	START BASIC	9774
Opt out of network usage and location based marketing		
Opt out of receiving offers from us based on your where you use our network	STOP LOCATION	9774
Opt out of receiving offers from us based on how you use our network	STOP NETWORK	9774
Opt in to network usage and location based marketing		
Opt in to receiving offers from us based on where you use our network	START LOCATION	9774
Opt in to receiving offers from us based on how you use our network	START NETWORK	9774