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## Honesty is just too expensive for PPF



In the same week that PPF worked with Bohuslav Sobotka, Milan Chovanec, Jan Birke and other MPs in an effort to hijack the highway-toll system, O2 CR will begin cutting off data customers who exceed their limit and don't agree to pay for a re-up. It would be easy for PPF/O2 to avoid the [bad publicity](#) of a lawsuit filed by the dTest consumer group by giving customers who disagree with the unilateral contract revision a chance to cancel their service without penalty, but this would cost the mobile operator money.

Instead, PPF is giving us another lesson in [how to f\\*\\*\\* the public](#). SkyToll could have also become a savior instead of a predator if it had had a bit of patience and had played by the rules, but it is pulling out all the stops to prevent an extension of the Kapsch deal. These two incidents shine a light on PPF's business practices: If there is an honest but more expensive way to achieve something, PPF will go with the underhanded way.

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