Claims:

1. A security device for a portable telecommunications device for controlling each communication from the telecommunications device to a particular telecommunications address, the security device comprising:

a data store for storing a personal identifier of at least four alphanumeric characters initially input into the security device by ~~the~~ a user during a set-up procedure;

control means for controlling access to a communications module of the telecommunications device;

presenting means for presenting, on the portable telecommunications device, a variable identifier identifying a predetermined variable associated with the personal identifier for input of a portion of the personal identifier;

enabling means for enabling a user to input a portion of the personal identifier determined by the value of the predetermined variable; and

comparing means for comparing the input portion with the corresponding portion of the stored personal identifier;

wherein the control means is arranged to enable access to the communications module of the telecommunications device for sending a communication to the particular telecommunications address, if the comparing means show the input portion matches the corresponding portion of the stored personal identifier.

2. A security device according to Claim 1, wherein the telecommunications address is one selected from the group comprising an SMS short code, an Internet Protocol address, an email address, an IMSI number and a telephone number.

3. A security device according to Claim 1, wherein the predetermined variable relates to the position of the personal identifier in relation to the telecommunications address which is to be entered.

4. A security device according to Claim 1, wherein the portion of the personal identifier comprises no more than three characters.

5. A security device according to Claim 1, wherein the predetermined variable relates to the number of characters of the personal identifier which are to be entered.

6. A security device according to Claim 1, wherein the predetermined variable relates to the content of the personal identifier which is to be entered.

7. A security device according to Claim 1, wherein the device is further arranged to randomly generate the value of the predetermined variable.

receiving, on the portable telecommunications device, a composite data string which comprises the telecommunications address and a portion of a personal identifier of the user, wherein the personal identifier portion is entered in accordance with the value of the predetermined variable presented to the user;

extracting, on the portable telecommunications device, the personal identifier portion from the composite data string using the value of the predetermined variable and placing the personal identifier portion in a body of a telecommunications message;

extracting, on the portable telecommunications device, the telecommunications address from the composite data string and placing this in an address field of the telecommunications message;

sending the message from the portable telecommunications device to the telecommunications address specified in the message; and

receiving, on the portable telecommunications device, an authentication message from a remote server authenticating the user if the portion of the personal user identifier sent is a valid portion of the personal identifier stored at a remote location.

13. A security method according to Claim 12, wherein the telecommunications address is one selected from the group comprising an SMS short code, an Internet Protocol address, an email address, an IMSI number and a telephone number.

14. A security method according to Claim 12, wherein the predetermined variable relates to the position of the personal identifier in relation to the telecommunications address which is to be entered.

15. A security method according to Claim 12, wherein the personal identifier comprises at least four alphanumeric characters and the portion of the personal identifier comprises no more than three alphanumeric characters.

16. A security method according to Claim 12, wherein the predetermined variable relates to the amount of the personal identifier which is to be entered.

17. A security method according to Claim 12, wherein the predetermined variable relates to the content of the personal identifier which is to be entered.

18. A security method according to Claim 12, further comprising randomly generating the value of the predetermined variable.

19. A security method according to Claim 12, wherein the sending step further comprises sending the identity of the portable telecommunications device in the message.

20. A security method according to Claim 12, further comprising inputting further content to be sent with the message.

a transmitter for transmitting the message from the portable telecommunications device to the telecommunications address specified in the message; and

a receiver for receiving an authentication of the user from a remote server if the portion of the personal user identifier sent is a valid portion of the personal identifier stored at a remote location.

~~29. A system for creating a virtual ticket from a fixed location using a portable device as a ticketing terminal, the virtual ticket having user-selected variables associated with it, the system comprising:~~

~~a local device arranged to broadcast an identifying signal at the fixed location in a vicinity of the local device;~~

~~a portable user device having a wireless communications module, the user device comprising:~~

~~a receiver for receiving the identifying signal when in the vicinity of the local device at the fixed location, the user device being arranged to display ticketing information relating to the identifying signal on the user device, the ticketing information including at least some of the user-selectable variables;~~

~~user selection means for selecting the value of a plurality of the user-selectable variables relating to the displayed ticketing information;~~

~~wherein the wireless communications module is arranged to transmit a ticketing request message including the plurality of user-selected variables to a remote server and to receive a unique identifier from the server which enables the creation of the virtual ticket on the portable device.~~

~~30. A system according to Claim 29, wherein the local device comprises an interactive advertising device, having a visual display for displaying information.~~

~~31. A system according to Claim 29, wherein the interactive device is arranged to display tailored feedback information on its visual display to a user once interaction has commenced with the portable device of the user.~~

~~32. A system according to Claim 29, wherein the local device comprises a fixed connection to a wide area communications network and the fixed connection device is used to support communications from the portable device to the remote server.~~

~~33. A system according to Claim 29, wherein the local device is arranged to transmit the identifying signal via a Bluetooth or Wi-Fi wireless network.~~

~~34. A system according to Claim 29, wherein the portable device comprises a smart phone or tablet computer.~~

35. A system according to Claim 34, wherein the portable device is arranged to function as a portable virtual ticketing terminal by way of an application which has been downloaded and installed on the portable device.

36. A system according to Claim 29, wherein the user selection means is arranged to enable the user to select a plurality of numbers to be used as entry numbers in a prize draw or lottery.

37. A system according to Claim 29, further comprising a data store for storing the unique identifier as a virtual ticket reference.

38. A system according to Claim 29, further comprising generating means for generating a graphical representation of the virtual ticket on the portable device including the unique identifier.

39. A method of creating a virtual ticket from a fixed location using a portable device as a ticketing terminal, the virtual ticket having user-selected variables associated with it, the method comprising at the fixed location:

broadcasting an identifying signal from a local device at the fixed location in a vicinity of the local device;

at a portable user device:

receiving the identifying signal when in the vicinity of the local device at the fixed location,

displaying ticketing information relating to the identifying signal on the user device, the ticketing information including at least some of the user-selectable variables;

providing means to enable selection of the value of a plurality of the user-selectable variables relating to the displayed ticketing information;

transmitting a ticketing request message including the plurality of user-selected variables to a remote server; and

receiving a unique identifier from the server which enables the creation of the virtual ticket on the portable device.