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Digicel and Flow to provide more detailed ads from December 18

(KINGSTON, Jamaica; 2020 December 17): As of 2020 December 18, mobile service providers, Digicel and FLOW, are expected to provide clearer pricing and framing information in their advertisements about their products and services. This is part of the second phase of decisions issued by the Office of Utilities Regulation (OUR) for these companies to provide more detailed information on stand-alone services or service packages to their customers. The first phase was implemented 2020 October 18.

The decisions are in the OUR's Determination Notice titled: **Improving Information Transparency in Telecommunication Markets.**

The OUR has stipulated that the following four (4) decisions be implemented by both telecoms providers as of December 18, 2020:

- **Clearer Pricing and Framing Information in Advertisements** – There must be accurate and full information on the service being offered. Service providers must ensure that where there is a challenge to provide details of their products or service in the advertisement space, they must indicate where customers can access more information. Such access must be free of charge to the customer.
- **General Provision of Information on a Service (Bundled/Unbundled)** – There must be clearly stated current prices and all applicable charges, as well as full contract details that must include all pertinent information such as caps, inclusive minutes/SMS/data, exclusions, limitations and the duration of any fixed commitment period and any limitation to the use of such service.
- **Clear information for roaming customers** – This should include detailed pricing, inclusions, exclusions and restrictions on the available roaming service(s) and the risks of automatic roaming to include how to turn off data and voice roaming services on devices. Telecoms providers must also provide a free-to-access contact number to allow customers to check their usage level status while roaming.
- **Method of publication of information on services** – Customers should have access to all information, written in plain English, on the products and services on offer. The information must be available on all platforms used by the service provider. Where electronic platforms are used to purchase the service (e.g. Apps), all information on the service must be provided on the platform when the service is being purchased/contracted. Telecoms providers must promote services specifically available for persons with disabilities, and how they can access such services.

The OUR's decision to issue this Determination Notice follows complaints from mobile telecommunications customers about issues such as:

- Unexpectedly high call charges for post-paid subscribers;
- Non-receipt of notification when data credit is nearly exhausted, or has been exhausted;
- Incidents of rapid credit depletion when credit is applied for data use, in the case of prepaid customers; and,
- Exhaustion of data plan credit when mobile data is disabled on their devices.

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The final phase of OUR's decisions requiring an improvement in information transparency for telecommunications customers becomes effective on 2021 December 18. OUR's Determination Notice can be accessed on its website: www.our.org.jm. The video recording of **OUR's recent webinar** (2020 Dec. 11) to announce and provide more details on each decision is available on OUR's [Facebook](#) and [YouTube](#) pages.

BACKGROUND

On 2020 July 18, the OUR issued a Determination Notice titled: **Improving Information Transparency in Telecommunication Markets**. This Determination Notice specifies six (6) directives to be implemented by telecommunications providers Digicel and FLOW in three (3) phases. Two (2) of the three (3) phases are to be executed in the current calendar year (2020 October 18 and 2020 December 18). The final phase, financial caps for roaming services, takes effect on 2021 December 18.

An overview of each decision ('Determination Number') is in the table below.

Determination Number	OUR Directive	Start Date	Customer Benefits
# 6	Automatic Usage Notification Alerts	2020 October 18	Mobile phone customers receive alerts to make them aware of usage levels prior to reaching maximum limits.
# 5	Establishment of Financial Caps. (roaming services excluded)	2020 October 18	Post-paid, customers will be able to set financial caps (spending limits) that will enable them to better manage the expenses associated with the use of the service.
# 1	General Provision of Information on a Service: Bundled/Unbundled	2020 December 18	Clearly stated current prices and all applicable charges, as well as full contract details that must include all pertinent information such as caps, exclusions, limitations and the duration of any fixed commitment period.
# 2	Provision of Information Pertaining to Roaming	2020 December 18	Detailed pricing, inclusions, exclusions and restrictions on the available roaming service(s). Telecoms providers must indicate the risks of roaming. Telecoms providers must also provide a free-to-access contact number to allow customers to check their usage level status while roaming.
# 3	Method of Publication of Information on Services	2020 December 18	Where a service may be purchased through electronic means (e.g.: an App), then information – in plain English – must be provided on that electronic platform prior to a customer's purchase. Telecoms providers must promote services specifically available for persons with disabilities, and how they can access such services.
# 4	Clearer Pricing and Framing Information in Advertisements	2020 December 18	Full disclosure is required. Less likelihood of 'hidden' plan considerations or potentially misleading information in advertisements from telecoms providers. All marketing promotions' terms and conditions must be provided. The telecoms providers must indicate where to get free access to same.
#5	Establishment of Financial Caps (roaming services)	2021 December 18	Post-paid customers will be able to set financial caps (spending limits) on roaming services that will enable them to better manage the expenses associated with the use of the service.