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Consumer Rights Day  
15 March

**RIGHTS ! - 15 MARCH 2014**



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# Consumer Rights Day

## 15 March

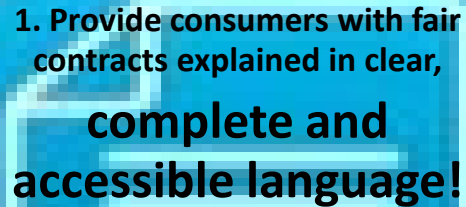
- On 15 March 1962, President John F Kennedy formally addressed Congress on consumer rights
- Main objective: To raise global awareness about consumer rights
- WCRD 2014 Theme: Fix our phone rights!

## rights are important?

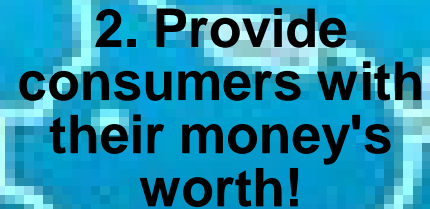


- ~ 6.8 bil mobile consumers (2013)
- Mobile devices and services now provide more functions
- Increasingly important tool that helps empower citizens and consumers
- Most complained-about service sector

# CI's agenda for Phone Rights




**1. Provide consumers with fair contracts explained in clear, complete and accessible language!**



**2. Provide consumers with their money's worth!**



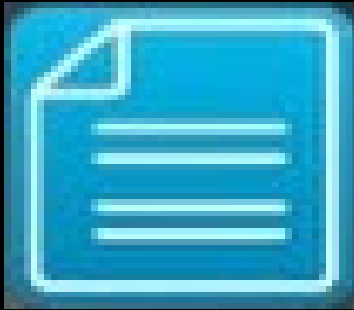
**3. Provide consumers with fair and transparent billing!**



**4. Provide consumers with power over their own information!**



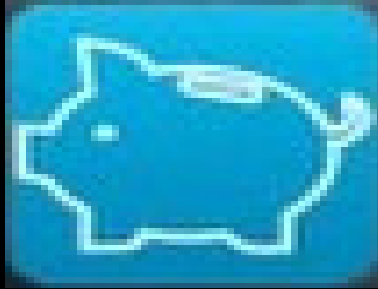
**5. Listen and respond to consumer complaints!**



## 1. Provide consumers with fair contracts explained in clear, complete and accessible language!

Examples of unfair and unclear contracts include:

- Consumers are not provided with complete information about their contract.
- There are hidden/vague provisions for automatic subscription renewals.
- Consumers are unaware they are locked in to a lengthy commitment.
- Unfair penalties are imposed for switching or terminating the service.



## 2. Provide consumers with their money's worth!

Examples of poor service include:

- Poor mobile coverage
- Service drop outs
- Lack of support for mobile service problems



### 3. Provide consumers with fair and transparent billing!

Examples of unfair and unclear billing include:

- Hidden charges.
- Consumers pay for a service or product which is more expensive than its published rate.
- Scamming.
- Non-transparent charging scheme.
- Excessive roaming charges.





## 4. Provide consumers with power over their information!

Threats to consumers' privacy include:

- Consumers receive spam SMS messages, although they have not given out their number to marketers.
- Data breach and identity theft due to inadequate security measures by the mobile provider.
- Consumers' data and personal information can be accessed without authorisation.
- Mobile surveillance.



## 5. Listen and respond to consumer complaints!

Inadequate regulatory policies and procedures include:

- A lack of strong policies on regulation of mobile telecom providers.
- A lack of strong policies on dispute resolution between consumers, mobile telecom providers and government.
- The high cost of seeking redress.

# our phone rights

## Resources available for WCRD 2014

- **WCRD 2014: Fix our phone rights Briefing paper\***
- **Social media action guide**
- **WCRD Action Plan**
- **The Consumer Agenda for Fair Mobile Services\***
- **Letter to the ITU**
- **WCRD 2014 webinar**
- **Social Media webinar**

# x our phone rights



A snapshot of the WCRD 2014 Global Map

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## WCRD 2014 participation (as of 26 March)

- **110 reports** on WCRD 2014 celebration in line with “Fix our phone rights” campaign
- **126 organisations** celebrated WCRD in **64++ countries**
- **77 CI Members** participated in **46++ countries**

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## Member activities

**CI Members, Supporters, and other consumer organisations marked WCRD 2014 through different forms of activities:**

- **Conducting survey/ research**
- **Organising a public event**
- **Organising roundtable, seminar, conference, debate**
- **Producing Media Release**
- **Producing printed materials**
- **Public demonstration**
- **Using social media**

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## Media Coverage

Web monitoring: **64 coverage** were received in line with WCRD 2014

### **SOCIAL Media**

#WCRD2014, #fixourphonerights, #MyPhoneMakesMeMadBecause, #derechostelefonicos, and #direitostelefonicos

CI Facebook Page likes went up by over 90% for WCRD week and post reach (the number of timelines in which CI content surfaced) went up by around 270%.



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## WCRD Webpage, Blog, and Map

- The WCRD page in the CI website **received more than 4500 page views**
- The WCRD blogs **have achieved page views of 200+** (ZPS, CECU, ASCOMA Mali, CASE)
- The WCRD 2014 map **reached 113 reports worldwide**



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## A FEW HIGHLIGHTS

**In Nigeria, the Consumer Protection Council (CPC) released a compendium of the rights of telecommunications subscribers in Nigeria, warning that operators who violate them would face the consequences.**

**In Australia - ACCAN, CHOICE, Consumer Action released a research which shows that more than 50 per cent of mobile phone customers with an included allowance are not using their full monthly call, text or data.**

**In Thailand, the Independent Consumer Protection Organisation, Foundation for Consumers, together with Real Future, a company under telecom company True Corporation, have signed a memorandum of understanding to prevent problems arising from using international roaming service.**

# our phone rights

## A FEW HIGHLIGHTS

In Netherlands, Consumentenbond released a research which shows that every single month, Dutch consumers are charged EUR 21 million too much simply because phone calls are rounded up to the minute, rather than the second.

In El Salvador, as part of the celebration of the WCRD, Consumer Associations of El Salvador (Enlaces) and the CDC submitted a letter to the Superintendence of Electricity and Telecommunications (SIGET).

In Brazil, a research by the Brazilian Institute for Consumer Defense (IDEC) showed that prepaid cellular operators violate regulation and charge more expensive than postpaid plans minutes

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# Next after WCRD

- In the run-up to the WCRD, CI in consultation with its Members developed the Consumer Agenda for Fair Mobile Services (Consumer Agenda)
- The Consumer Agenda has been submitted to the World Telecommunication Development Conference which is set to happen on 30 March – 10 April in Dubai, United Arab Emirates

# Next after WCRD

- . CI released encourages everyone to send a letter this week to your national representative at the International Telecommunications Union (ITU).
- . Please complete our the WCRD evaluation form and return it to CI.
- Check out WCRD 2014 Global map to get a really global picture of WCRD 2014!



Thank you very much

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