

Document WTDC14/35-E
13 February 2014
Original: English

SOURCE: Consumers International
TITLE: Consumer Agenda on Fair Mobile Services

G-CI/35/1 Objective(s): 4

In the pursuit to represent the shared vision and goals of mobile consumers worldwide and to contribute to strengthening policies on consumer protection in telecommunication services, the members and supporters of Consumers International (CI) have come together to forward the Consumer Agenda on Fair Mobile Services (Consumer Agenda). This document outlines the concerns and proposals of mobile consumers to the world's telecommunications providers, regulators and other stakeholders in the telecommunications industry.

Consumer Agenda on fair mobile services

1. As mobile technology has become ubiquitous, mobile telecommunications have transformed from just being telephones that enable us to talk and text, to a technology with the ability to deliver and interact with a global information commons. It has become an essential part of the daily lives of almost seven billion people¹ and unmistakably has a pivotal role in development.
2. Over the years, the emerging importance of mobile telecommunications has been recognised by the consumer movement. As early as 2009, Consumers International (CI) and a number of its members signed the Chiang Rai Declaration² which states that *telecommunications must be treated as an essential service and a necessary learning tool*.
3. Amidst the success of mobile telecommunications, consumers are confronted with expanding number of challenges and concerns that have gravely affected their rights. The quality, reliability, accessibility, fairness, and even integrity of mobile services have come increasingly under challenge and there is a resounding need to address these problem areas for consumers from around the globe.

¹ See International Telecommunications Union (ITU), ICT Facts and Figures. <http://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2013.pdf>

² Chiang Rai Declaration on Consumer Protection in Telecommunications, 30 July 2009. <http://a2knetwork.org/chiang-rai-declaration>.

4. CI has a five-item agenda for phone rights which aim to capture the issues that most affect mobile consumers across the world:

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; and
5. Listen and respond to consumer complaints.

5. In the pursuit to represent the shared vision and goals of mobile consumers worldwide and to contribute to strengthening policies on consumer protection in telecommunication services - WE, the members and supporters of Consumers International (CI) - have come together to forward the **Consumer Agenda on Fair Mobile Services (Consumer Agenda)**. This document outlines the concerns and proposals of mobile consumers to the world's telecommunications providers, regulators and other stakeholders in the telecommunications industry.

6. The Consumer Agenda is submitted to the International Telecommunication Union (ITU) in light of its commitment to address consumer protection in telecommunications services as adopted through Resolution 64 of the fifth World Telecommunication Development Conference which was held in Hyderabad, India in 2010.

7. The Consumer Agenda on fair mobile services:

- 7.1. Mobile telephony contracts with consumers should always reflect fair provisions with all relevant, accurate, and updated information explained clearly for consumers to exercise their right to make informed decisions with confidence and based on their needs;
- 7.2. Mobile telephony contracts with consumers should not allow providers to inhibit or obstruct the termination of the contract after expiration of the contract term, nor prevent consumers from using devices purchased under contract on other mobile telephony networks after the device has been fully paid off. Regulators should mandate mobile number portability (MNP) to further reduce consumers' switching costs and increase competition.
- 7.3. Basic telecommunications is an essential service; thus it should be accessible to all, without unnecessarily burdensome subscription processes or requirements, and it should meet a high standard of reliability. Consumers should be provided with a technical support system to assist them in resolving any technical problems concerning mobile services.
- 7.4. Consumers should be protected from unfair billing practices by ensuring that they are well-informed of the services, charges, and rates before they commence in using any mobile product or service. All charges should be broken down into detail to ensure transparency and integrity of billing information, complying with ISO standard 14452 on network services billing. Mobile operators who provide mobile payment, money transfer or banking services should adopt and implement relevant financial consumer protection standards developed by international standards organisations working in liaison with ITU, such as ISO and other recognised forums such as OECD. Examples of relevant documents being developed are ISO 12812 Mobile payments and the OECD guidelines on mobile and online

payments.

- 7.5. Consumers call for the enhancement of connectivity and affordability of roaming services. Consumers support appropriate regulation of telecommunication providers to enhance transparency of roaming prices and reduce roaming costs. We support development of policies that will ensure quality and fairness in pricing of roaming services that would benefit the consumers as stated in Article 4 of the International Telecommunications Regulations³ developed during the World Conference on International Telecommunications in 2012.
- 7.6. Availing mobile services also means entrusting personal data. There should be clear protection guidelines and mechanisms against any malicious usage or unauthorised solicitation of a consumer's information. Consumers should have the utmost control on how their information can be utilised and this should be respected by all stakeholders in the telecommunications industry. In case that the personal data of the mobile consumers have been compromised, the incident should be properly reported immediately and the consumers should be provided proper redress.
- 7.7. Regulatory procedures and policies should be established in order to address the concerns of consumers. Mobile consumers should be able to seek individual and collective redress through a just, practical, inexpensive, and accessible process at any given time and situation.
- 7.8. All telecommunications industry stakeholders (telecommunications providers, governments, regulators and consumers) should work together towards strengthening mobile consumer protection. Consumers should be given voice in all policy discussions and engagements concerning mobile telecommunications.
8. We commit to continue to represent the voice of mobile consumers worldwide. We will intensify our efforts to empower mobile consumers by educating and consulting them on various issues and concerns that affect our consumer rights and commit to make ourselves available to join mutually beneficial partnerships with ITU members to this end.

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See International Telecommunications Regulations, 3-4 December, 2012. <http://www.itu.int/en/wcit-12/Documents/final-acts-wcit-12.pdf>.