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# POLICY

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## Privacy of Consumer Information

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## **1. Legislative Background**

According to Federal Law by Decree No. 3/2003;

Article 14 “The Authority shall have the power to issue regulations, orders, resolutions and procedures in relation to:

(3) ...the use of consumer information...”

At the sole discretion of the TRA this policy may be modified or replaced at any time.

## **2. Scope**

The objective of this policy is to ensure that the information about telecommunications consumers in the UAE is protected. For the purpose of this policy, consumer information refers to, but is not limited to, the following: personal data about the consumer such as information requested for the ordering of service, voice/data and SMS content and transmissions, call and usage patterns or any other information derived from a consumer’s use of telecommunications services.

This policy is applicable to all telecommunications licensees and to any entity that has access to personal information made available to it for the purpose of providing telecommunications service.

## **3. Non Disclosure of Consumer Information**

Licensees shall take measures to prevent the unauthorized use or disclosure of consumer information.

Licensees must strive to protect the privacy of consumer personal data that it maintains in its files, whether in electronic or paper form. Licensees should limit access to consumer information only to trained and authorized staff.

Licensees must obtain a consumer’s prior consent before sharing any consumer information with its affiliates and other third parties not directly involved in the provision of the telecommunications services ordered by consumers, except if such information is requested by an authorized official of a competent authority, in the interest of public or national security.

#### **4. Non Use of Consumer Information**

Licenses who have access to consumer data as a result of interconnection with another licensee are strictly prohibited from using that data for any purposes other than interconnection. In particular, this data may not be used for any marketing purposes or anti-competitive practices.

Consumer information obtained by a licensee shall not be rented out, sold or given away to entities not directly involved in the provision of services ordered by consumers.

#### **5. Limitations to Consumer Personal Data**

Licenses shall not require consumers to provide any personal information that is not essential and directly related to the provision of the service ordered.

#### **6. Directory Information**

Personal information used in public telecommunications directories and databases shall not be published or given out without the prior consent of the consumer. Consumers can request corrections to, or removal of their personal information from such directories.

#### **7. Third Party Privacy**

For the purpose of providing telecommunications service, personal consumer information may need to be shared with affiliates or non affiliated third parties. These parties are required to protect the confidentiality and security of the information and to use it only as required for the purpose of providing telecommunication service. Licenses must ensure that the contract between them and any affiliate or non affiliated parties holds the third party responsible for privacy of consumer information.

#### **8. Cooperation with the TRA**

Notwithstanding the above, the TRA may request information which is essential to enable the TRA to fulfil its duties.