

## GSR 14 Consultation – Brazil

Redefining consumer protection needs along the value chain, from ICT networks to apps and services

The provision of convergent telecommunication services has many implications on the consumers rights, since most of convergent service operators have been dealing with their clients separately, as customers of a single service, even when they contracted a bundle. From customer's point of view, it is hard to understand different rules applied to similar services provided by the same operator over the same network infrastructure. Therefore, a redefinition on consumer protection needs, through providing them a better understanding and a clearer view of their rights regarding telecommunication services must be a priority

For that reason, aiming to solve repeated complaints, empower consumers and unify the regulation terms of each telecommunication service by turning them into one convergent rule, the National Telecommunication Agency - ANATEL approved on March, 2014, the General Regulation on Consumer Rights of Telecom Services. In order to stimulate competition and promote balance to the market, smaller operator has lighter obligations. The complete new regulation text is available on the website: <http://legislacao.anatel.gov.br/resolucoes/2014/750-resolucao-632>.

The deadline for entry into force is July, 2014, except for some specific provisions that demand additional time. Regarding the new rules, some of them that recognize the importance of a digital world interaction should be highlighted: (a) The request of contract cancellation can be done automatically by phone or internet without any human interaction. For the first option, operators must have an automated system providing the cancel option on the customer service call center menu. The effective of the cancellation will happen after 2 business days; (b) the call center operators must call-back the user when call is dropped; (c) After registering, customers will have access to some documents related to the customer, such as: service contract, bills, detailed service use profile, complaints history, download of call-center recordings, contract cancellation, complaints records, suggestions, doubts, etc; (d) operators must disclose all their offers on the internet, allowing customers to compare them.

Moreover, in order to promote consumer education in a digital environment and to strengthen the relationship with the consumer telecommunications, Anatel launched a Consumer website at the beginning of this year. It is available on:

[www.anatel.gov.br/consumidor](http://www.anatel.gov.br/consumidor) It was chosen a simple language with few technical terms to communicate. There consumers can find information of (a) consumer's rights on telecommunications services and operator's obligations; (b) tips and information on how consumers can protect their rights, including how and when to open up a complaints at Anatel; (c) graphs and figures allowing the general public to compare operators performance regarding the quality of service and customer service. Also, there is a poll area at the main page with a new question every month, in order to show easily themes of interest.