



# DRAFT CONSUMER RIGHTS AND PROTECTION CODE OF CONDUCT

SAFARICOM ETHIOPIA

Further Ahead Together!



## 1. INTRODUCTION

Safaricom Telecommunications Ethiopia PLC (“Safaricom Ethiopia”) is required by law Communications Service Proclamation 1148/2019 (“Proclamation”) and the Telecommunications Consumer Rights and Protection Directive No. 832/2021 (“the Directive”) to establish a Consumer Rights and Protection Code (the “Code”), which reflects the rights of our Consumers when using our Products and Services, and the process to follow when they are unhappy with our Products and Services and how we serve them.

This Code is also in accordance with Safaricom Ethiopia’s obligations contained in the Unified Telecommunications Service License (“License”).

## 2. PURPOSE

The Code gives protection and rights to Consumers of our Products and Services. It ensures Safaricom Ethiopia’s Consumers are treated fairly and are fully informed.

### **The Code is applicable to Safaricom Ethiopia and Our Customers.**

The Code is Safaricom Ethiopia’s commitment to our valued Customers that:

- They will be treated fairly;
- They would know their rights and protections;
- Safaricom Ethiopia’s processes are fair and transparent;
- Safaricom Ethiopia offer the highest level of service delivery and good customer experience;
- Safaricom Ethiopia is accessible through different communication channels; and
- Safaricom Ethiopia will resolve complaints on-time and fairly.

## 3. DEFINITION

The definitions in this Code are consistent with the Proclamation, License and Directive unless expressly stated.

1. **“Authority”** shall mean the Ethiopian Communications Authority as established by the Communications Service Proclamation No. 1148/2019.
2. **“Business Partners”** are entities that work with Safaricom Ethiopia whose Products or Services directly and indirectly impact consumer rights specified in this Code and it includes suppliers, agents, distributors, Digital Financial Services operators, and telecom operators in accordance with Articles 7.6 and 7.7 of the License.
3. **“Consumers”** means any person who uses our service.
4. **“Complaint”** or **“Claim”** means a written or electronically submitted statement by or on behalf of a Consumer of any allegation of the breach of right(s) of such consumer.

5. **"Confidentiality"** shall mean keeping personal information private and making sure it is not unlawfully disclosed.
6. **"Consent"** shall mean freely given specific, informed, and unambiguous indication of the wishes of a Consumer, either by a statement or a clear affirmative action, by which he signifies his agreement to personal data relating to him being processed by Safaricom Ethiopia.
7. **"Notification of resolution"** means a final decision of Safaricom Ethiopia on complaint submitted for resolution.
8. **"Person"** means any natural or juridical person and any reference to the male gender shall apply equally to the female gender.
9. **"Personal Data"** shall mean any information relating to an identified or identifiable natural person leading to identify such person, directly or indirectly by reference to an identifier such as a name, an identification number, location data, telephone number, traffic and billing data, and other personal information in the context of Telecommunications Services. Any future definition of Personal Data provided by a law shall prevail in time of contradiction herein.
10. **"Terms and Conditions"** means the terms and conditions of use of Safaricom Ethiopia Products and Services by which we provide to Consumers. These Terms and Conditions can be found at [www.safaricom.et](http://www.safaricom.et)
11. **"Working Days"** shall mean business working days only and shall not include Saturday, Sunday and any day that has been declared to be a public holiday by the Federal Democratic Republic of Ethiopia ("FDRE").

#### 4. CONTACT INFORMATION

For queries about the Code, Consumers can contact us through the following channels:

- Safaricom Ethiopia's website ([www.Safaricom.et](http://www.Safaricom.et))
- Safaricom Ethiopia HQ, Kirkos Sub-City, Woreda 01, House No. New, Addis Ababa, Ethiopia
- Dial: 700
- Email Address ([Customercare@safaricom.et](mailto:Customercare@safaricom.et))

#### 5. APPLICATION AND SCOPE OF THE CODE

The Code provides:

1. Part I: The rights of Consumers to be read with the Terms and Conditions between Safaricom Ethiopia and the Consumer. Unless otherwise agreed by the Consumer and not prohibited by any applicable law, this Code does not take away any of Consumer rights provided under applicable laws.
2. Part II: our Consumer Privacy statement, to provide assurance and commitment on the safety of Consumers personal data, we have a privacy statement which explains the Consumer's personal data which Safaricom

Ethiopia collects, the processes and protections to ensure privacy and safety of such data, and the purpose for the collection of such data.

3. Part III: our process for Consumers to register Complaints about Safaricom Ethiopia Services. Safaricom Ethiopia shall resolve Consumer complaints to the best of its abilities. If the Consumer is not satisfied with how Safaricom Ethiopia resolved the complaint, the Consumer has the right to file the complaint with the Authority in accordance with the Consumer Rights and Protection Directive and Dispute Resolution Directive.
4. Part IV: Safaricom Ethiopia's contact information for Consumers, at the time of publication of this Code.

## **6. MONITORING OF THE CODE**

To make sure the Code remains relevant and effective, Safaricom Ethiopia will monitor the enforcement of the Code.

The Code will be reviewed every year prior to 1st of April each year. The review will establish if the Code remains effective or if it needs to be updated. Any changes will be implemented on an annual basis from 1st of April and updated version of the Code will be communicated to Consumers in accordance with this Code and our Terms and Conditions.

## **7. ACCESS TO THE CODE**

Consumers will be given fair and reasonable access to the Code:

1. Safaricom Ethiopia will make the Code available electronically (on its Website) to the Consumer, and in printed paper format upon a reasonable time after receiving a Consumer's request.
2. Safaricom Ethiopia will display a must know Consumer rights, regarding Products and Services in our retail stores.
3. The Code will be available in English, Amharic, and in one of the official regional working languages in the Federal Democratic Republic of Ethiopia upon demand.
4. Safaricom Ethiopia will attempt to meet all reasonable requests from a Consumer or their legal representatives, which are not the responsibility of Business Partners.
5. The Code will be available in Safaricom Ethiopia HQ, Safaricom Ethiopia Regional Offices and the Safaricom Ethiopia website.

## **8. CUSTOMER SERVICES**

Safaricom Ethiopia's employees and Business Partners will be made aware of and, when appropriate, trained according to their role in dealing with Consumers in accordance with this Code. They will be aware of the provisions of the Code to make Consumers be aware of their rights under the Code.



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## 9. CONSUMER RIGHTS

### 9.1 The Right to Access Basic Telecommunications Services

1. Consumers have the right to access basic Telecommunications Services which Safaricom Ethiopia is licensed to offer. These include basic voice, SMS, data, voice mail, international dialing, international roaming, and/or any other Products and Services that Safaricom Ethiopia makes available to Customers from time to time.
2. Our Products and Services pricing and information will be justifiable, reasonable, clear, understandable, transparent, and shall meet minimum quality of service requirements in accordance with our Unified License, the Proclamation, and the Authority's Consumer Rights and Protection Directive, Lawful Tariffs Directive and Quality of Service Directive.
3. Safaricom Ethiopia shall ensure that the Products and Services are made available to all persons in accordance with the License obligations.
4. Safaricom Ethiopia shall ensure service continuity. However, please be aware that the Products and Services may not always be available due to events beyond Safaricom Ethiopia's control, such as acts of God, an act of government or regulatory authority, war, riot or civil commotion, interruptions for maintenance, or due to electricity outages. Where any interruption is envisaged, due notice should be provided to Consumers.
5. Safaricom Ethiopia shall ensure that Consumers are treated fairly when accessing our Products and Services.

### 9.2 The Right to Information

#### 9.2.1 Pre-paid and Post-paid

Safaricom Ethiopia shall provide full information to Consumers who inquire about our Products and Services as follows:

- a) Free of charge;
- b) Where requested or available in electronic format (Email, website);
- c) In a language that is clear and understandable;
- d) In Amharic, English, and where requested, in one of the official regional working languages in the FDRE;  
and
- e) Such information shall be made available in print format upon request.

### 9.2.1.1 Pre-contractual

1. The pre-contractual information provided by Safaricom Ethiopia includes:
  - a) A list and description of the Products, and Services which Safaricom Ethiopia offer to Consumers, including the prices, rates, and Terms and Conditions;
  - b) Service quality levels offered, the waiting time for initial connection and where applicable, service areas and coverage maps;
  - c) For subscription Services, a sample contract for the Products and Services provided, and specific and clear information regarding contract cancellation, and where contracted quality service levels are not met as well as whether refunds or other arrangements are offered; and
  - d) Where Safaricom Ethiopia offers Products including but not limited to devices, tablets and routers, to the Consumer in connection with the Product and Service, information with regards to contractual warranties relating to those equipment (if any) including sample contracts for that equipment.

### 9.2.1.2 Information Required in Contracts

1. Safaricom Ethiopia provides Consumers with the following information required in contracts:
  - a) The commencement and termination dates of contracts, and where applicable, renewal of contracts as well as a description of every component service or product included with the service;
  - b) Products and Services that are bundled together such as Services from third-parties;
  - c) Disconnection and reconnection policies of all Products and Services; and
  - d) Terms and Conditions that may apply to a refund of any deposits.
2. Safaricom Ethiopia provides contracts in electronic (digital) or paper format in Amharic, English and upon request, in one of the official regional working languages in the FRDE.
3. The information required in contracts will be delivered to Consumers by email, text message or other means.

### 9.2.2 Pricing Information

1. Safaricom Ethiopia provides pricing and rate information to the Consumer in clear, understandable, and accurate language (Amharic and English) and in one of FDRE official languages upon request on:
  - a) Safaricom Ethiopia's website;
  - b) Upon request, printouts/fliers in our retail and distributor stores;
  - c) Via email upon request;
  - d) Safaricom Ethiopia contact Centre (700) or
  - e) Through Safaricom Ethiopia's Account Managers for Enterprise Customers.
2. We may change the pricing, rates, and tariffs of Products and Services from time to time. When this happens, we will publish the changes on our website at [www.safaricom.et](http://www.safaricom.et) and will make reasonable efforts to tell the

Consumer about the changes in any other way available to Safaricom Ethiopia including SMS, email and at retail stores, as applicable.

## **10. BILLING**

1. The Consumer will not be billed for a Product and Service not used or not subscribed for.
2. Safaricom Ethiopia will provide billing statements that are accurate, timely, and verifiable for Post-paid accounts, which is free from conflicting and unclear statements to Consumers.
3. Upon request of a Consumer for a detailed billing statement, Safaricom Ethiopia shall provide a specific description of the charges for which the Consumer is billed comprising the following:
  - a) A list of all calls made, and Products and Services used, and which includes number called, the date of the call, the start time, the duration, and the price of the call indicating whether pricing is per minute, per second, per usage, or per capacity; and
  - b) An itemized list of the Consumer's national and international usage, monthly subscription fees, and premium rate charges.
  - c) A list of data Products and Services used, including the date and time the session was initiated, the volume consumed in Mega Byte (MB), the duration of the session, the end date and time of the session.
4. Both Pre-paid and Post-paid Consumers will be able to see the bill display and download online but only Post-paid Consumers will see the bill payments.
5. Safaricom Ethiopia billing records will be kept for a minimum of twelve (12) months. Billing records including any complaints relating to billing records over 12 months will not be available.
6. Safaricom Ethiopia's contact information for billing inquiries shall be made known to the Consumer via our website, and our service centers. Please see current contact information, at the time of printing, in the below Section IV of this Code.

## **11. SPECIAL SERVICE NUMBERS**

Safaricom Ethiopia will:

1. Provide access to toll free special Services numbers for Emergency Organizations, (specifically Police, Ambulance, Rescue, Firefighting and any other as determined by the Authority in the National Numbering Plan).
2. Provide access to a toll free twenty-four (24) hours Customer Care operated number in Amharic, English, Tigirgna, Oromiffa and Somali.
3. Ensure compliance to all requirements that may be approved by the Authority to enable provision as well as routing to emergency service numbers/locations. Ensure that Consumers can access the telecommunication

Services free of charge and at any time to communicate or notify any of the Emergency Organizations of any emergency.

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## CONSUMER PRIVACY

### 1. INTRODUCTION

To provide assurance and commitment on the safety of Consumers personal data, we have a privacy statement which explains the Consumer's personal data which Safaricom Ethiopia collects, the processes and protections to ensure privacy and safety of such data, and the purpose for the collection of such data.

This Code should be read together with the Terms and Conditions of use for other Safaricom Ethiopia Products and Services. Where there is a conflict, this Code will prevail.

### 2. PRIVACY STATEMENT DETAILS

#### 2.1 Collection of Information

Safaricom Ethiopia collects Consumer's personal information with Consumers' knowledge and consent when Consumers do any of the following (please note that this list is not exhaustive):

1. Register for a specific Product and Service, including but not limited to SIM-card registration, Post-paid Products or any subscriptions service;
2. Buy, subscribe to or use a Safaricom Ethiopia Product or Service online, on the Cloud, on a mobile or other device, in a Safaricom Ethiopia shop or other retail outlet;
3. Subscribe to Safaricom Ethiopia or third-party premium rates services, Short Message Service (SMS), email or social media platforms;
4. Ask Safaricom Ethiopia for more information about a Product or Service or contact Safaricom Ethiopia with a query or complaint.
5. Respond to or participate in a survey, marketing promotion, prize competition or special offer;
6. Visit, access or use Safaricom Ethiopia or third-party websites associated with Safaricom Ethiopia or our Products and Services;
7. Safaricom Ethiopia may also collect Consumer's information from other organizations including credit-reference bureaus, fraud prevention agencies and business directories;
8. Safaricom Ethiopia may collect Consumer's information when you interact with us as a Business Partner as defined in this Code;
9. Safaricom Ethiopia may also collect information when the Consumer visits any of our premises to comply with our policies or any legal requirement.

#### 2.2 What Information is collected?

The information Safaricom Ethiopia collects and stores about the Consumer includes but is not limited to the following:

1. Consumers identity and personal information for electronic SIM registration and Know Your Customer (e-KYC purposes) in accordance with the Authority's SIM Registration Directive, including Consumers name, photograph, fingerprints, address, location, phone number, identity document type and number, date of birth, email address, age, gender and mobile number records.
2. Consumers credit information, information about Consumers bank account number, or other banking information. Safaricom Ethiopia use the data for credit vetting for Post-paid Services and for billing purposes.
3. Consumers preferences for particular Products and Services, based on information provided by the Consumer or from Consumers' use of Safaricom Ethiopia's (or third-party) network, Products and Services.
4. Name, family details, age, profiling information such as level of education, bank account status, income brackets, etc. collected as part of surveys conducted by Safaricom Ethiopia and our business partners on behalf of Safaricom Ethiopia.
5. Consumers contact with Safaricom Ethiopia, such as when Consumers: call Safaricom Ethiopia customer call centre or interact through social media, our chatbot, email (Safaricom Ethiopia may record Consumers conversations, social media or other interactions with us), register Consumers' biometric information including Consumers voice and fingerprints.
6. Consumers' account information, such as Consumers' device type/model, tariff, top-ups, subscriptions (including third-party subscriptions), billing statements, and Cloud hosting registration details.
7. Consumers' call data records: phone numbers that Consumers call or send messages to (or receive calls and messages from), log of calls, messages or data sessions on the Safaricom Ethiopia network and Consumers' approximate location (save for Consumer service interactions as noted above, we do not record or store message or call contents).
8. Safaricom Ethiopia uses Closed Circuit Television (CCTV) surveillance recordings. CCTV Devices are installed at strategic locations to provide a safe and secure environment in all Safaricom Ethiopia premises as a part of our commitment to community safety, security and crime prevention.
9. Safaricom Ethiopia maintains a registry of visitors in our HQ and our offices which Safaricom Ethiopia collect and keep Consumers personal data such as names, company/institution details, telephone number, vehicle registration details, and Document ID number. This information is collected for health, safety and security purposes.
10. Safaricom Ethiopia collect Consumers' personal information when Consumers visit us for purposes of accident and incident reporting.
11. Incidents and accidents will be investigated to establish what lessons can be learned to prevent such incidents/accidents reoccurring, including introduction of additional safeguards, procedures, information

instruction and training, or any combination of these. Monitoring is undertaken but on an anonymized basis. The information is also retained in the event of any claims for damages.

### **2.3 Use of Information**

Safaricom Ethiopia may use and analyze Consumers information for the following purposes:

1. Processing Products and Services that Consumers have bought from Safaricom Ethiopia or from third parties who have a contract with Safaricom.
2. Billing Consumers for using our or third-party Products or Services or taking the appropriate amount of credit from Consumers.
3. Responding to any of Consumers queries or concerns.
4. Verifying Consumers identity information for SIM registration or through publicly available and/or restricted government databases in order to comply with applicable regulatory requirements.
5. Keeping Consumers informed generally about new Products and Services and contacting Consumers with offers or promotions based on how Consumers use our or third-party related Products and Services unless Consumers opt out of receiving such marketing messages (Consumers may contact Safaricom Ethiopia at any time to opt out of receiving marketing messages).
6. To comply with any legal, governmental or regulatory requirement or for use by our lawyers in connection with any legal proceedings.
7. In business practices including for quality control, training and ensuring effective systems operations.
8. To protect our network including to manage the volume of calls, texts and other use of our network.
9. To understand how Consumers use our network, Products and Services for purposes of developing or improving Products and Services.
10. Preventing and detecting fraud or other crimes and for debt recovery.
11. For research, statistical survey and other scientific or business purposes.
12. Provide aggregated data (which do not contain any information which may identify you as an individual) to third parties for research and scientific purpose.
13. Administer any of our online platforms/websites.

### **2.4 Lawful Basis for processing your information**

We will process Consumers' personal information in accordance with the requirements and obligations provided in the Proclamation, the License, the Directive (Part 6), and applicable law.

### **2.5 Retention of Information**

We will only retain Consumers personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may

retain Consumers' personal data for a longer period in the event of a complaint or if Safaricom Ethiopia reasonably believe there is a prospect of litigation in respect to our relationship with the Consumers.

To determine the appropriate retention period for personal data subject to the applicable law and our license, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of Consumer personal data, the purposes for which we process Consumer personal data and whether we can achieve those purposes through other means, the need to comply with our internal policy and the applicable legal, regulatory, tax, accounting or other requirements.

Anonymized information that can no longer be associated with Consumers may be held indefinitely.

### **3. DISCLOSURE OF INFORMATION**

1. Any disclosure of Consumers' information shall be in accordance with applicable law and regulations. Safaricom Ethiopia shall assess and review each application for information and may decline to grant such information to the requesting party.
2. Safaricom Ethiopia may disclose a Consumer's information to:
  - a. law-enforcement agencies, regulatory authorities, courts or other statutory authorities in response to a demand issued with the appropriate lawful mandate and where the form and scope of the demand is compliant with the law.
  - b. our subsidiaries, associates, partners, software developers or agents who are involved in delivering Safaricom Ethiopia's Products and Services the Consumer orders or uses, or survey agencies that conduct surveys on behalf of Safaricom Ethiopia upon the Consumer's consent
3. We shall not release any information to any individual or entity that is acting beyond its legal mandate.
4. Safaricom Ethiopia will get the Consumer's express consent before sharing the Consumer's personal data with any third-party for direct marketing purposes.

#### **3.1 Direct Marketing**

1. Consumers may be required to opt in or give any other form of explicit consent before receiving marketing messages from us.
2. Consumers can ask us to stop sending marketing messages at any time by writing to us or logging into our website, [www.safaricom.et](http://www.safaricom.et) and checking or unchecking relevant boxes to adjust Consumers' marketing preferences or by following the optout links on any marketing message sent to you or by attending to us or contacting us at any time through the provided contacts.
3. Where Consumers opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product, service already taken up, warranty registration, product or service experience or other transactions.

### **4. THE USE OF COOKIES**

1. Safaricom Ethiopia may store some information (using “cookies”) on the Consumer’s computer when the Consumer’s visits our website. This enables us to recognize the Consumer during subsequent visits. The type of information gathered is non-personal (such as the Internet Protocol address of Consumer’s computer, the date and time of the Consumer’s visit, which pages browsed and whether the pages have been delivered successfully).
2. Safaricom Ethiopia may also use this data in aggregate form to develop customized services – tailored to Consumers individual interests and needs. Should Consumers choose to do so, it is possible (depending on the browser Consumers are using), to be prompted before accepting any cookies, or to prevent Consumers’ browser from accepting any cookies at all. This will however cause certain features of the web site not to be accessible.

#### **5. THE USE OF HYPERLINKS**

1. Our website may provide hyperlinks to other locations or websites on the Internet. These hyperlinks lead to websites published or operated by third parties who are not affiliated with or in any way related to us and have been included in our website to enhance the Consumer’s user experience and are presented for information purposes only.
2. We do not endorse, recommend, approve or guarantee any third-party Products and Services by providing hyperlinks to an external website or webpage and do not have any co-operation with such third parties unless otherwise disclosed. We are not in any way responsible for the content of any externally linked website or webpage.
3. By clicking on a hyperlink, the Consumer will leave Safaricom Ethiopia’s webpage and accordingly the Consumer shall be subjected to the terms of use, privacy and cookie policies of the other website that the Consumer chooses to visit.

#### **6. ACCESS TO AND UPDATING CONSUMER INFORMATION**

To update Consumer information in line with the SIM Card registration directive or any other legal requirement, please visit any Safaricom Ethiopia customer care outlet and submit a request. The Consumer can change how we get in touch with him and his account details whenever he likes.

#### **7. SAFEGUARDING AND PROTECTION OF INFORMATION**

Safaricom Ethiopia has put in place technical and operational measures (and continue to update these measures in line with national and international standards) to ensure integrity and confidentiality of Consumers data via controls around: information classification, access control, cybersecurity, cryptography, physical and environmental security and monitoring and compliance.

#### **8. CONSUMERS RIGHTS**

Subject to legal and contractual exceptions, Consumers have rights under data protection laws in relation to Consumer personal data. These are listed below: -

1. Right to be informed that we are collecting personal data about Consumers;
2. Right to access personal data that we hold about the Consumer and request for information about how we process it;
3. Right to request that we correct Consumers personal data where it is inaccurate or incomplete, when supported by appropriate documentary evidence;
4. Right to request that we erase Consumers personal data noting that we may continue to retain Consumers information if obligated by the law or entitled to do so;
5. Right to object and withdraw Consumer's consent to process Consumer personal data outside of the primary reason for which consent was given. Safaricom Ethiopia may continue to process if we have a legitimate or legal reason to do so;
6. Right to request restricted processing of Consumer's personal data noting that we may be entitled or legally obligated to continue processing Consumer's data and refuse Consumer's request; and
7. Right to request transfer of Consumer's personal data via email.

If Consumers wish to exercise any of the rights set out above, please contact us by calling the Consumer care numbers or visiting the nearest Safaricom Ethiopia Consumer care outlet.

Safaricom Ethiopia may need to request specific information from the Consumer to help us confirm his identity and ensure his right to access Consumers personal data (or to exercise any of Consumer other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. Safaricom Ethiopia may also contact the Consumer to ask him for further information in relation to his request to speed up our response.

Safaricom Ethiopia will try to respond to all legitimate requests within reasonable time. Occasionally, it could take us longer if Consumers' request is particularly complex or Consumers have made a number of requests. In this case, we will notify Consumers and keep Consumers updated.

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## COMPLAINT HANDLING, RESOLUTION AND REDRESS

### 1. COMPLAINT HANDLING

For the purposes of Part III of this Code, the terms of “Complaint” or “Claim” means a formal written or electronically submitted statement of any allegation of the breach of the rights of a claimant.

Safaricom Ethiopia is committed to delivering quality service to all Consumers and will ensure complaints are attended to in a professional manner, and within a specified period.

In the event that Consumers have a grievance or a complaint on any aspect of Safaricom Ethiopia (Products, Services, network, staff etc.), Consumers can use the following channels:

- a) Visit the nearest Safaricom retail store and Customer care desk at our Distributors;
- b) Calling the Safaricom Ethiopia Call Centre;
- c) Send an email to: [complaints@safaricom.et](mailto:complaints@safaricom.et); or
- d) Visit [www.safaricom.et](http://www.safaricom.et)

Complaints can be classified in the following broad categories (not limited to):

- a) Network related;
- b) Products and service-related;
- c) Policy/regulatory related; and
- d) Staff behavior/mannerism.

In case Consumers are not satisfied with the response received, manner and/or attention regarding a query or enquiry, please follow the process set out below.

### **1.1 Lodging a complaint at Safaricom Ethiopia Retail stores**

1. Visit the nearest Safaricom Ethiopia retail store and request for a customer complaint form to fill for lodging a formal complaint with Safaricom Ethiopia.
2. The Retail Experience Executive will readily and courteously attempt to resolve the Consumer’s complaint.
3. Upon receiving a complaint, the Retail Experience Executive will register the complaint and allocate it a reference number that will enable Consumers to refer to it in any further contact with Safaricom Ethiopia.
4. When lodging a complaint, the Consumer should provide the Retail Experience Executive with Consumer’s name, mobile number, Consumer’s contact details, and the nature of Consumer’s complaint. Please be advised that there will be instances (based on nature and complexity of the problem or complaint) where such persons will need time to investigate the matter. the Retail Experience Executive will however get back to the Consumer as soon as possible, but in any event within seven (7) working days.
5. As complainant, the Consumer should also keep a proper record of a copy of all correspondence with Safaricom Ethiopia, the date and time the complaint was communicated to Safaricom Ethiopia, and the name

of the Retail Experience Executive who attended to the Consumer's complaint, as well as the action promised to address the situation.

6. Should the Consumer still be dissatisfied with the outcome of the above process and have exhausted all other options; he may request to further escalate the complaint.

### **1.2 Lodging a complaint at Safaricom Ethiopia call centre**

1. Dial the Safaricom Ethiopia call Centre number (700)
2. The Customer Experience Advisor who picks the Consumer's call will readily and courteously attempt to resolve the complaint.
3. In the event that the Customer Experience Advisor is not able to resolve the complaint, they will register the complaint and allocate it a reference number that will enable the number that will enable Consumers to refer to it in any further contact with Safaricom Ethiopia.
4. When lodging a complaint, the Consumer should provide the Customer Experience Advisor with the Customer's name and mobile number, the Consumer's contact details and nature of the complaint. Please be advised that there will be instances (based on nature and complexity of the problem or complaint) where such persons will need time to investigate the matter. They will however get back to the Consumer as soon as possible, but in any event within seven (7) working days.
5. As the complainant, the Consumer should also keep a proper record of a copy of all correspondence with Safaricom Ethiopia, the date and time the complaint was communicated to Safaricom Ethiopia, and the name of the Customer Experience Advisor who attended to the complaint, as well as the action promised to address the situation.
6. Should the Consumer still be dissatisfied with the outcome of the above process and have exhausted all other options, he may request to further escalate the complaint.

### **1.3 Lodging a complaint via Safaricom Ethiopia email**

Consumers who would like to lodge a complaint through email can obtain the address from the Safaricom Ethiopia website, visit the nearest retail store or call the Safaricom Ethiopia Call Centre.

1. Send an email of the complaint to: [complaints@safaricom.et](mailto:complaints@safaricom.et)
2. Clearly indicate your name, mobile number, contact details and the nature of complaint.
3. Issue will be investigated, and a response provided within seven (7) working days

### **1.4 Lodging a complaint via Safaricom Ethiopia website**

1. Access the complaints form on the Safaricom Ethiopia Website ([www.safaricom.et](http://www.safaricom.et));
2. Clearly indicate Customer's name, mobile number, contact details and nature of complaint;
3. Issue will be investigated, and a response provided within seven (7) working days.

## **2. RESOLUTION**

Safaricom Ethiopia, depending on the nature of Consumer's complaint, aims to resolve it as soon as practically possible to give the Consumer a better customer experience as our valued customer. In this regard, Safaricom Ethiopia endeavors to respond to complaints promptly and give feedback to customers within seven (7) working days.

### **3. ESCALATION**

In the event that the Consumer is not satisfied with the response given regarding the Consumer's complaint, how it was handled, and/or the time it took to resolve it, please note that he can further escalate his complaint as follows.

1. Request to speak to the Call Centre Operations Manager
2. Request to speak to the Retail Centre Manager
3. Request to speak to the Executive Head of Division (Customer Operation, Retail Experience Management)
4. Request to speak to the Divisional Chief (Customer Business Unit, Enterprise Business Unit, and Sales and Distribution)
5. Send an email to the CEO (complaints@Safaricom.et)

Each of the above contact persons shall respond within three (3) working days of receiving the escalation.

### **4. DISPUTES**

In the event that the Consumer is still not satisfied after exhausting all possible avenues to resolve his problem by giving Safaricom Ethiopia the opportunity to resolve the complaint, he may lodge the complaint with the Authority within thirty (30) working days of Safaricom Ethiopia's decision on the complaint or within ten (10) working days if Safaricom Ethiopia has failed to consider and respond to the complaint in accordance with Article 20 of the Directive.

The ECA contact information

The ECA office contact details are follows.

Bole Sub city, Worden 03, Robel Plaza Building, Near Harmony Hotel,

Addis Ababa, Ethiopia

[www.eca.et](http://www.eca.et)

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