



Ethio telecom's Draft Consumer Rights and Protections Code of Conduct

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PART ONE

General

1. Introduction

Ethio telecom has issued this code of conduct according to its obligation under Article 5 of the Telecommunications Consumer Rights and Protection Directive No. 832/2021. The code is our formal commitment, a promise to provide our customers with services that meet the regulator's standards as provided under Communications Service Proclamation 1148/2019 and the directives enacted based on the proclamation.

As a result, this code outlines our customers' rights and protection when using our products and services, while also offering guidance on the process for addressing complaints.

2. Definition of terms

- 2.1. **“Authority”** shall mean the Ethiopian Communications Authority as established by the Communications Service Proclamation No. 1148/2019.
- 2.2. **“Consumer”** means any person who receives or has received Telecommunications Services from Ethio Telecom by virtue of a service subscription agreement into which she enters or accepts the terms set forth by the Licensee.
- 2.3. **“Complaint”** 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.
- 2.4. **“Minor”** refers to any person who has not yet reached the age of 18, as calculated from the date of his or her birth.
- 2.5. **“Person”** means any natural or juridical person
- 2.6. **“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.

- 2.7. **"Terms and Conditions"** means the terms and conditions of use of Ethio telecom Products and Services that we provide to consumers.
- 2.8. **"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").
- 2.9. Any expression in feminine gender includes masculine.

3. **Objective**

The objectives of this Code of Conduct are:

- To enhance fair service practices, transparency, accountability, and Consumers confidence in Ethio Telecom's service delivery process.
- To provide information to Consumers regarding their rights and protection.
- To provide information on service subscription requirements, the complaint handling process, and Ethio Telecom's commitments to consumers' privacy protection.

4. **Scope**

This Code applies to consumers of Ethio Telecom and the company in relation to its telecommunications services and products.

PART TWO

Consumer Right to Information

5. **Pre-contractual Information**

- 5.1. Ethio telecom provides to the consumers at a minimum the following pre contractual information:
- a. A list and description of the products and services it offers, including the rates, terms and conditions for those products and services.
 - 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 services provided, and

specific and clear information regarding contract cancellation, and where contracted quality service levels are not met, whether refunds or other arrangements are offered

- d. Where Ethio telecom offers Consumers products in connection with the service, information with regards to contractual warranties relating to those equipment (if any) as well as specific information regarding maintenance services for equipment's including sample contracts for those equipment.

5.2. Ethio telecom provides to Consumers who inquire about services free of charge, in electronic format, full pre-contractual information about its services in the Amharic, English, and where requested, in one of the regional working languages.

5.3. Such information is made available in print format upon request.

5.4. All Ethio telecom products and services information, latest subscription and usage prices are available in Ethio telecom official web site: www.ethiotelecom.et, social media pages, Ethio telecom shops, Ardi chatbot, by calling to the call center 994 and sending SMS to 8994 or emailing to 994@ethionet.et.

6. **Contractual Information**

6.1. Ethio Telecom, at a minimum, provides the following information in a contract:

- 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) Services that are bundled together such as services from third parties.
- c) Disconnection and reconnection policies of all services in the contract and any applicable fees.
- d) Terms and conditions that may apply to a refund of any deposits to the Consumers.
- e) Ethio Telecom's Complaint handling process and methods for resolving disputes for both post-paid and pre-paid service.

6.2. Ethio telecom provides contracts in electronic (digital) or paper format in

Amharic, English and upon request, in one of the regional working languages.

- 6.3. The information required in contracts shall be delivered to subscribers by email, text message or other preferences as agreed to by the subscriber.

7. **Pricing Information**

- 7.1. Ethio telecom provides pricing and tariff information to the consumer in clear, understandable, and accurate language in Amharic and English and up on request in one of the regional official languages. .
- 7.2. All Ethio Telecom's usage prices are available on Ethio Telecom's official web site: www.ethiotelecom.et , on its social media pages and in print form at Ethio telecom shops, by calling the call center 994 or by sending SMS to 8994.
- 7.3. Usage prices or tariffs are subject to periodic changes and subscribers will be informed of such changes through the official web site: www.ethiotelecom.et, social media pages or through SMS.

8. **Directory**

- 8.1. Ethio Telecom may make publicly available an online Directory Service to Consumers.
- 8.2. Ethio Telecom shall obtain from its subscribers written consent prior to referencing their information in the directory.

PART THREE

Access to Telecommunications Services

9. **The Right to Access Basic Telecommunications Services**

- 9.1. Ethio Telecom consumers shall have the right to access basic telecommunications services that include inbound and outbound dialing capabilities for voice, data and inbound and outbound texting services at reasonable prices and with minimum service requirements as determined in the Authority's Quality of Service Directive.
- 9.2. Ethio Telecom ensures that services are made available to all persons by adopting the authority's annual objectives developed for universal access to

telecommunications services in the Federal Democratic Republic of Ethiopia.

- 9.3. Ethio Telecom ensures service continuity and where any interruption is envisaged, due notice will be provided to Consumers.
- 9.4. Ethio telecom is committed to comply with the service standards provided by the regulator under the Telecommunications Quality-of-Service Directive No. 794/2021.

10. **Special Number Services**

10.1. Ethio telecom shall:

- a) Make special number services, such as emergency, directory, and operator assisted services, as well as services for consumers with disabilities and special needs, openly and freely available.
 - b) Provide a freely available twenty-four (24) hours operator-assisted service in Amharic, English, and other official regional working languages of the Federal Democratic Republic of Ethiopia. This operator-assisted service is provided by all available and state-of-the-art technology, including chatbot, social media chat, instant messaging, voice, and text.
 - c) Assure compliance with any network or other requirements that the Authority may authorize for the provision of emergency services, including routing to emergency service sites.
 - d) Provide access to emergency and operator-assisted services by alternate means other than voice, such as text and instant messaging.
- 10.2. Emergency services must include, at a minimum, services provided by local emergency service entities such as police, ambulance, rescue, and firefighting, as well as any additional services defined by the Authority from time to time.

PART FOUR **Billing and payment options**

11. **Billing Information**

11.1. The customers won't be charged for services and or products they haven't used

or aren't subscribed to.

- 11.2. Ethio telecom provides billing statements that are accurate, timely, and verifiable for Post-paid accounts, which are free from confusing statements and fine print.
- 11.3. Upon request of a Consumer for a detailed billing statement, Ethio telecom provides provide a specific description of the charges for which the Consumer is billed, comprising the following:
 - a) A list of all calls made, products and services used, which includes the 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 Megabyte (MB), the duration of the session and the end date and time of the session.
- 11.4. Consumers can view the bill display and download it online.
- 11.5. Ethio telecom keeps billing records for twelve (12) months.
- 11.6. Ethio telecom makes contact information for billing inquiries known to the consumer through Ethio Telecom website and service centers.
- 11.7. Post-paid Consumers should settle their bill within 10 days of the bill being issued and ready for payment.

12. **Bill payment options**

- 12.1. Consumers can pay their postpaid bill
 - Through telebirr
 - Through financial institutions including banks, mobile wallets
- 12.2. Enterprise Consumers can, besides the options under 11.1, use direct debit standing orders at any local bank.

13. Payment Plans and payment options

13.1. Payment Plan

Ethio telecom provides its service in the following payment plans categories:

- a) Prepaid Plan: In a prepaid plan, the customer must top up their balance before using the service.
- b) Postpaid Plan: In the case of a postpaid plan, a settlement is made in accordance with the bill that is generated at the end of each billing cycle and after service usage.
- c) Hybrid Plan: The hybrid plan creates an option where subscribers can easily migrate from a prepaid plan to a postpaid plan or the other way around. A hybrid subscriber is a subscriber who has both a prepaid and postpaid account for a given offering.

13.2. Payment and recharging options

a) Voucher card

Ethio telecom presented nine different denomination voucher cards/airtime to its prepaid service Consumers, which extended from minimum of birr 5 to maximum of birr 1000. I.e. birr 5, birr 10, birr 15, birr 25, birr 50, birr 100, birr 250, birr 500 and birr 1000 voucher card/airtime.

- b) E-top-up and electronic voucher distribution (EVD): Electronic top-up solutions allow subscribers to top up their mobile prepaid accounts with a simple electronic transaction.
- c) Through telebirr
- d) By visiting any Ethio telecom shop
- e) Through financial institutions including banks, mobile wallets
- f) Through telebirr

PART FIVE

Subscriber Identity Module (SIM) card Subscription Requirements

14. Residential Customers Subscription Requirements

14.1. Citizens of Ethiopia

- a) A valid residence identification card, driver's license; or passport;
- b) One photo captured via electronic customer agreement form (eCAF);
- c) Signed contract;
- d) Deposit for postpaid service as per credit limit policy.

14.2. Foreign nationals of Ethiopian origin

- e) A valid passport or Ethiopian Origin Identification Card;
- f) One photo captured via eCAF;
- g) Signed contract;
- h) Deposit for postpaid service as per credit limit policy.

14.3. Members of the diplomatic community categorized as resident diplomats by the Ethiopian Ministry of Foreign Affairs:

- i) A valid passport and diplomatic identity card;
- j) One photo captured via eCAF;
- k) Signed contract;
- l) Deposit for postpaid service as per credit limit policy.

14.4. Non-Diplomatic foreign citizens residing in Ethiopia

- m) A valid passport;
- n) An official employment letter or Residence permit issued by the Government of Ethiopia;
- o) Signed contract;
- p) Deposit for postpaid service as per credit limit policy.

14.5. Visitors

- q) A valid passport and a local address (including and where applicable, a commercial establishment providing accommodation), and contact phone number where the visitor can be reached during the visit;

- r) One photo captured via eCAF;
- s) Signed contract;
- t) Deposit for postpaid service as per credit limit policy.

15. Enterprise Customers Subscription Requirements

- u) A letter that includes the name of the business and duly signed with a corporate stamp or seal by the managing director or the person who is responsible for the day-to-day management of the statutory body;
- v) A copy of the business license (if applicable);
- w) Certificate of registration issued by appropriate government organization (if applicable);
- x) An assigned tax identification number (TIN) number;
- y) Identification card of the person procuring the service;
- z) Signed contract;
- aa) Deposit for postpaid service as per credit limit policy.

16. Minors Subscription Requirements

- 16.1. A minor who wishes to register a SIM Card shall be accompanied by her Guardian possessing relevant Identification details as provided under SIM Card Registration Directive No. 799/ 2021.
- 16.2. Ethio telecom accepts no responsibility for the content or services that the minor access.

PART SIX

Service Delivery Standard

17. Service Delivery Standards

17.1 Reception Standards

In the course of their duties, employees who directly engage with customers, such as those working in Ethio Telecom shops, security personnel, and maintenance teams, wear uniforms. All employees wear an identity badge, facilitating easy identification by consumers as Ethio Telecom staff. Additionally,

sales, customer service, and maintenance personnel extend greetings to consumers as part of their service protocol.

Ethio Telecom has a code of conduct that requires employees to avoid any partial treatment based on race, religion, sex and other similar conditions.

17.2 Service Accessibility and Working Hour

The service centers will remain open as per the below standard working hours.

Ethio telecom Services Accessibility and Working Hour

Sales Offices	All services provided in Ethio Telecom Shop	Monday - Friday	08:00 AM- 06:00 PM
		Saturday	08:00 AM- 04:00 PM
Contact Center (Consumer Care) Channels	Official Ethio Telecom call center 994	Monday- Sunday (including holidays)	07:00 AM- 11:00 PM
	E-mail, Web chat, SMS (8994) & social media	Monday- Sunday (including holidays)	24 Hrs.
	980: Contact center only accessible for access granted VIP Consumers	Monday- Saturday	08:00 AM- 08:00 PM
Technical Support Team	Maintenance and Service Provisioning	Monday- Friday	08:00 AM- 05:00 PM
		Saturday	08:00 AM- 12:00 PM

17.3 Service Quality

Ethio telecom is committed to comply with the service standards provided by the regulator under the Telecommunications Quality-of-Service Directive No. 794/2021.

PART SEVEN

Consumer Privacy

18. Consumer Privacy

At Ethio Telecom, we are committed to protecting our consumers' privacy and ensuring the proper handling of their personal data.

As part of our commitment to compliance, we adhere to minimal standards required in

the Consumer Rights and Protection Directive of Ethiopian Communication Authority to protect our consumers' privacy. All collection, processing, maintenance and disclosure of personal data on Consumers strictly comply with the laws of the Federal Democratic Republic of Ethiopia.

18.1. The Information We Collect

18.1.1. We may collect your personal information when you use our services, website, or otherwise interact with us during the course of our relationship. Ethio Telecom collects information through various methods, including actively supplied information by its customers and general feedback. This also applies to individuals who are not customers but engage with us in the course of our business operations, such as, by:

- a) Using one of our products or services procured by another consumer;
- b) Taking part in a survey or trial;
- c) Entering a prize promotion;
- d) contacting our help desk; or
- e) Generally enquiring about our services

18.1.2. Personal information collected and / or held by us may include but is not limited to your full name, mothers name, spouse name, nationality, date of birth, gender, photo, current and previous address, telephone number, mobile phone number, email address, occupation, biometrics, account information, and information contained in the documents used as proof of identity and proof of address.

18.1.3. We may also collect and keep information related to your utilization of our services which may include your call detail, your browsing history on our website, location details and additional information provided by you while using our services.

18.1.4. We may keep a log of the activities performed by you on our website by using various internet techniques such as web beacons, web cookies, server log files, etc.

18.1.5 We collect information about the device associated with your account, type, version of operating system, signal strength, network data related to Wi-Fi usage,

performance information as well as data relating to your use of our website and applications.

18.1.6. We may monitor your use of the services and record any calls made to the Ethio telecom Contact Centre

18.2. How We Use Your Personal Information

Your personal data collected is used for various purposes, including customer service, billing, accounting and marketing of other Ethio telecom products. Your personal information may be utilized for the following objectives:

- a) To deliver products and services;
- b) To route your calls or messages;
- c) To process your order;
- d) To validate you as a registered customer when using our services or when contacting our Contact Centre;
- e) To manage your account and for billing purposes;
- f) To improve our products and services;
- g) To update you of new products and services;
- h) To manage our network and assist us in optimizing your network signal strength, coverage, and overall network performance;
- i) To allow trusted partners to communicate you directly about their products;
- j) To respond to any questions or concerns you may have regarding our network, products or services;
- k) To comply with applicable laws, court orders, government and law enforcement agencies' requests;
- l) To ensure security for you and our staff;
- m) To prevent and detect criminal activity, fraud and misuse of or damage to our services or networks;
- n) To carry out statistical analysis ,which may be shared with third parties, only in an anonymized form;
- o) To protect our rights and property and those of our customers;

- p) To monitor, evaluate or improve our products, services, systems or network.
- q) For analytical purposes and for analysis of the amiability of various features on our site. This information may be used to provide you with a better experience, at any time while you are browsing our site.
- r) For training, financial control, quality control and regulatory purposes.

18.3. Processing your Personal Data

18.3.1. Personal Data shall not be processed for purposes other than those originally identified and communicated to the Consumers.

18.3.2. The processing of Personal Data on Consumers shall comply with the laws of the Federal Democratic Republic of Ethiopia.

18.4. Sharing and Disclosing your Personal Data

18.4.1 Information on Consumers shall not be transferred to any party unless by court order, in accordance with the law or with the consumers' consent.

18.4.2. We may access, monitor, use or disclose your personal information to:

- a) Respond to emergencies.
- b) Prevent or investigate possible wrongdoing in connection with the service
- c) We may also disclose your personal information to third parties if we are under a duty to disclose or share your personal information in order to comply with any legal obligation or to protect the rights, property, or safety of Ethio telecom, our customers or others including to enforce our agreements, policies and terms.
- d) We may be required to disclose your personal information to comply with the laws and regulations of the Ethiopian government.

18.5. Retention of Personal Data

18.5.1. Ethio Telecom will retain personal data only as long as it is necessary for the purposes set out above. We will retain and use your personal data to the extent necessary to comply with our legal obligation, resolve disputes, and enforce our legal agreement and policies.



18.5.2. Personal Data collected on Consumers shall not be kept longer than one (1) year after termination of the service or agreement with Ethio Telecom unless retention for a longer time is required by law or for protection of the parties rights.

18.5.3. Your personal information or data will only be stored in a server or data center located in the Federal Democratic Republic of Ethiopia.

18.6. Cookies

18.6.1. Cookies are used by Ethio Telecom for the convenience of our users. They are used to streamline access to the online subscriber service. Cookies automatically authenticate the user; a user can access Ethio Telecom products / services with the cookie feature turned off but you could be unable to access certain parts of our website.

18.6.2. Ethio Telecom also uses cookies to track a user's visit and uses that information to improve the users experience and track use of our products / services. We use various types of cookies including

- a) Essential cookies: Enables you to move around the secure areas of the website and perform tasks as per your needs.
- b) Website information cookies: Collects anonymous information about how visitors use our website.
- c) Cookies saving your setting: Functional cookies are used to provide services or to remember settings to improve your visit.

18.7. Links

18.7.1. Ethio Telecom seeks out the best web sources and resources for our recommended products and services. Many of our pages contain links to information on other websites. When you click on one of these links, you are moving to another website.

18.7.2. Our websites may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates, including online stores and service providers hosted within our website, which are operated by third party

merchants. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.

18.7.3. Consumers are advised to check third-party privacy policies before submitting any personal information to third-party websites. We encourage you to read the privacy statements of these linked sites, as their privacy statements may differ from ours.

18.8. Personal Data Protection

18.8.1. We maintain a variety of physical, electronic and procedural safeguards. These safeguards help protect your personal information from loss, misuse and unauthorized access, disclosure, alteration and destruction.

18.8.2. In the unlikely event of a consumer's data breach, Ethio Telecom will notify its consumers within 72 hours and promptly take necessary measures to safeguard the network and protect customers from any potential harm resulting from the breach.

18.9. Minors Privacy

18.9.1. You should be aware that if you purchase Ethio Telecom Service or device and let a Minor to use it, any information collected from the usage will appear to be your personal information and treated as such under this statement.

PART EIGHT

Complaint Handling, Resolution and Redress

19. The right to make Complaint

19.1 Ethio telecom is committed to satisfy its consumer's expectations. In events where a consumer is dissatisfied with its experience with Ethio Telecom services and products and wishes to make a complaint, she can use Ethio Telecom's Digital Consumer Care Service. Consumers, at their discretion, can also visit Ethio Telecoms shops to submit a complaint.

19.2 Consumers have the right to submit Complaints about the service(s) and products that Ethio telecom provides them, including, but not limited to, quality of

service, delay in service provision, delay in service restoration, billing, and privacy violations.

20. **The Complaint Handling process**

20.1. Lodging a complaint at Ethio Telecom's digital consumer care channels

- a) A consumer who has a complaint sends his complaint to Ethio telecom contact through Digital Consumer Care Channels.
- b) The contact center advisor (the advisor) receives any customer complaints that come through digital consumer care channels.
- c) The advisor who received a complaint through consumer care channels checks the validity and type of the complaint and solves the problem if the problem can be solved at the advisory level.
- d) If the complaint is beyond advisors' scope, the advisor will create trouble ticket number (TT) and notify the consumer through SMS to a number, of the consumers' choice.
- e) Ethio telecom will resolve the complaint of consumer within 7 days of complaint lodged by consumer.
- f) Ethio telecom will make an interactive voice response (IVR) call or SMS to confirm complaint resolution after the complaint is solved for customers and archive TT.

20.2. Lodging a complaint at Ethio Telecom's Shop

- g) A Consumer can visit the nearest Ethio telecom shop and make a customer complaint.
- h) The salesperson who received the complaint checks the validity and type of the complaint and solves the complaint if it can be solved at her level.
- i) If the salesperson cannot solve the complaint at her level, she will transfer the complaint to the sales supervisor.
- j) If the sales supervisor is able to address the complaint within her authority, she should proceed to do so. If not, she will create a trouble ticket number (TT) and notify the consumer through SMS to a number, of the consumers'

choice.

- k) Ethio telecom will resolve the complaint of consumer within 7 days of complaint lodged by consumer.
- l) Ethio telecom will make an IVR call or SMS to confirm complaint resolution after the complaint is solved for customers and archive TT.

21. **Complaint Resolution**

Ethio telecom strives to respond to complaints as quickly as possible and give response through interactive voice response (IVR) call to customers within seven (7) working days.

22. **Escalation**

22.1 If the Consumer is dissatisfied with the complaint handling process or the response given to her complaint, or if the complaint is not responded within 7 working days, she can escalate her complaint as follows

A. **For complaint through call center**

- Contact Center Manager
- Contact Center director
- Chief Customer Service officer

B. **For complaint through Ethio telecom shop**

- Service center Operations Manager
- Sales director
- Chief Sales officer

22.2 If the consumer is not satisfied with the response of personnel listed under clause 21.1 (A) and (B) she can contact Ethio Telecoms strategy and program management division, Regulatory Affairs Management Department through a formal letter.

22.3 The escalation receiving personnel listed under clause 21.1 and 21.2 shall respond to the escalation within three (3) working days of receiving the escalation.

22.4 If the complaint of consumer is not considered by Ethio telecom within ten (10) working days from the date the consumer submits the complaint to Ethio telecom, or if the Consumer is still dissatisfied with the response given to her complaint by Ethio telecom she can, after exhausting all the escalation process, lodge her complaint to Ethiopian Communications Authority within 30 working days of the final decision by Ethio Telecom

Ethiopian Communications Authority (ECA) contact Information.

ECA office contact details are follows.

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

www.eca.et

Communications Medium

The following mediums of communications are accessible to the public

Website	www.ethiotelecom.et
Email	994@ethionet.et
Telephone	994 and 980
SMS	8994
Web chat	https://www.ethiochatroom.et
Social Media	Facebook: https://facebook.com/ethiotelecom Chat bot enable (Ardi having live agent support)
	Instagram: https://instagram.com/ethiotelecom (Instagram with live agent support for comments)
	Twitter: https://twitter.com/ethiotelecom (Chat bot enable (Ardi having live agent support))
	Linkedin: https://linkedin.com/company/ethiotelecom (Linkedin with live agent support for comments)
	Telegram - https://t.me/ethio_telecom , - http://t.me/EthiotelecomChatBot
	WhatsApp: http://wa.me/251994000000?text or 0994000000Ardi chat bot having live agent support
	TikTok https://www.tiktok.com/@ethio_telecom (with live agent support for comments)
	YouTube https://www.youtube.com/@ethio_telecom (with live agent support for comments)