



News Release

TRA Proposes the Protection of Consumers' Privacy from Unwanted Promotional Messages

Manama, Kingdom of Bahrain - Sunday 12 July 2009

The telecommunications Regulatory Authority (TRA) has issued recently a public consultation its draft regulation concerning the protection of consumers' privacy from unsolicited bulk messages.

The issuance of this regulation comes as a response to the increasing public concerns with receiving unsolicited promotional communications on the mobile devices. This regulation introduces safeguards for the dissemination of bulk messages to end users.

TRA's Consumer Affairs Manager Mrs. Ghada AlQassab said: "Through this regulation licensed operators shall observe some requirements when sending out bulk messages. Operators are obliged to only send bulk messages between 9 am to 8 pm, the number of messages limited to two per day, specify the sender identity and contact details, provide simple free of charge opt out method for users who wish not to receive bulk messages and specify the cost of replying to the bulk messages".

Commenting on the issuance of this regulation TRA's General Director Mr. Alan Horne said: "Some consumers see the promotional messages as a breach of their privacy while some consider it as a source of information. With the proposed regulatory measure TRA balances these needs and concerns by introducing some safeguards to be implemented by licensed operators".

Mr. Horne further went on to say: "TRA will be working closely with consumers and consumers' groups to ensure that consumers' interest are protected in an increasingly competitive market. We strongly encourage consumer to review this regulation and provide their feedback to assist us in finalising this regulation".

The draft regulation on unsolicited bulk messages can be viewed on TRA's website at www.tra.org.bh. Interested parties are invited to submit comments by no later than 4:00 pm on 5 August 2009.

About TRA

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 of 2002 promulgating the Telecommunications Law. TRA is an independent body and its

duties and powers include, among other things, protecting the interests of subscribers and users and promoting effective and fair competition among existing and new licensed operators. More information regarding TRA can be viewed at www.tra.org.bh

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