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Final

Lebanese Republic
Ministry of Telecommunications

Deontology Code
Of the Audio and SMS Services

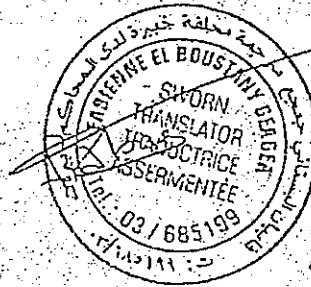
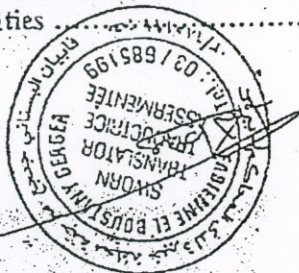


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1 PREFACE

This code is aimed at the value-added services Providers through Audio and SMS services. The aim of this code is to protect the Lebanese consumer and regulate various aspects relating to the Introduction and exploitation of such services.

This code is issued by the Lebanese Ministry of Telecommunications. Its enforcement is obligatory to every Lebanese or foreign company hoping to offer audio and/or SMS services to Lebanese consumers.

Furthermore, the Ministry of Telecommunications reserves the right to amend it unilaterally and transmit it to the service providers who will be under the obligation to implement it as soon as they receive it or from the date indicated by the Ministry.

2 INTEGRITY AND LOYALTY OF SERVICES

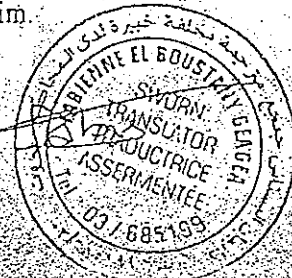
The service provider shall undertake to offer an operational, honest and loyal service. To this effect, the user should not be misled concerning the content and the accurate possibilities of the proposed products and services no matter how.

3 SOLE RESPONSIBILITY OF THE SERVICE PROVIDER

It is usual that a Service Provider establishes agreements, alliances or partnerships of any kind with Content Providers, media or any other party for the promotion or exploitation of his service.

In the case of such partnerships, the Service Provider should, under his own responsibility and by his own means, make sure that all his partnerships are in conformity with the rules established by this code.

The Service Provider shall remain, towards the Ministry, the only and unique party entirely and exclusively responsible for any violation of this code provisions resulting from the content, the promotion or the exploitation of any service which number is granted to him.



4 THE SERVICE CONTENT

The service provider shall undertake not to use or suggest the representation of activities against the laws in force and therefore not to damage the image of the operator and that of the services providers.

The service provider shall undertake to avoid every risk of confusion between himself and the operator in the given service or between himself and other service providers. The use of the operator logos and brands must be first approved in writing. In the case of audio services, the service provider name must be clearly mentioned in the service welcoming vocal message as well as in any advertising message.

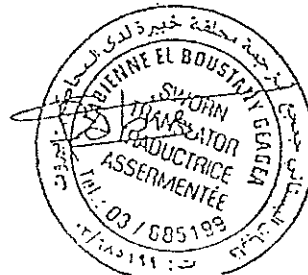
In particular, the service provider shall undertake not to put at the public's disposal:

- ❑ violent or pornographic messages;
- ❑ messages susceptible, by their nature, to undermine the respect for human dignity, for equality between men and women and for the protection of children and teenagers;
- ❑ messages encouraging to commit crimes or offences or inciting to the consumption of banned substances;
- ❑ messages encouraging discrimination, hatred or violence;
- ❑ messages spreading advertisements of meeting between persons;
- ❑ messages that may clash with religious or political convictions or question the respect for religious and political pluralism in Lebanon.

The service provider shall refrain from imposing a provision to his customers according to which the latter are obliged to agree to receive advertising messages in order to take advantage of or use services offered by this provider.

5 THE SOUND QUALITY OF AUDIO SERVICES

During the audio communications, the service provider shall refrain from using background noises with relatively high volume, which effect is to reduce the capacity of the user's comprehension and reaction and extend illicitly the communication duration.



The sound recordings must also obey to the following quality criteria:

- The recordings sound level must be equalized and adjusted so that the messages can be easily audible.
- The transmitted sound waveband should not be inferior to the telephone pass band G (300-400Hz) in order to retain a good intelligibility of the vocal messages.
- The distortion on the transmitted frequencies must be slight to avoid the appearance of distortions and noises in the messages making the listening disagreeable.
- The vocal messages must be carefully written by using a correct language, easily audible and understood. The vocal messages should also be clear and precise.
- The menus and vocal messages arborescence must be coherent and well structured to allow the most normal and direct access to any information or function of the service.

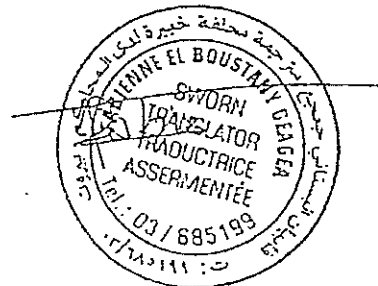
6 COMPETITION BETWEEN SERVICE PROVIDERS

In their activity, the competition between the Service Providers must be practiced in a faithful way. Furthermore, the Service Provider shall refrain from denigrating, no matter how, the services offered by the other competing Service Providers, indeed even from intervening in the content of the other Service Providers' services or from disrupting the access to the users for these same services.

7 OBLIGATIONS OF TARIFF COMMUNICATION

The service provider shall undertake to inform the users, in his advertising messages, about the service price in a clear and unequivocal way.

Within the framework of the Audio services, the Service Provider shall undertake, on the occasion of each call and at the very beginning of the vocal communication, and before the access to the principal menu of the service, to mention the tariff of the call. This tariff announcement must intervene within 10 seconds at the most after the communication starts.



7.1 DEFINITION OF THE TARIFF

Within the framework of the audio services, the tariff can be defined whether as the total amount paid by the user for every minute of communication or whether as the surcharge per minute accompanied by the mention of surcharge indicated below. Thus, for each of the languages, the communication of the tariff will be as follows:

Every abbreviation or misrepresentation affecting these mentions is forbidden.

In French: 0.xy USD supplémentaire par minute

In Arabic : 0.xy dolaran idafiyyan lil dakika – To be written in Arabic

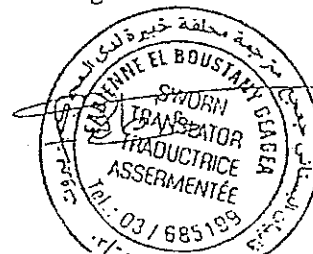
In English: extra 0.xy USD per minute

Within the framework of the surcharged SMS services, the tariff is defined as the total amount paid by the user for every SMS sent to the surcharged number.

7.2 RULES OF THE TARIFF ADVERTISING COMMUNICATION

Within the framework of the audio services and the surcharged SMS services, the communication of the tariff must be done according to the following rules:

- Within the context of written advertising medium (press, brochure, web site, etc.), the service provider shall undertake to mention the tariff as defined above. This mention must be written in a character size perfectly clear and legible and should always appear under or next to the surcharged number granted to the service. No other mention, text or illustration appearing on the advertising leaflet or page or on the web site must separate the tariff from the number.
- Within the context of televised communication, the surcharged number must appear visually and clearly on the advertising message screen. The total tariff must also appear in a character size perfectly clear and legible and should always be under or next to the surcharged number granted to service. No other



mention, text or illustration appearing on the screen must separate the tariff from the number.

Moreover, if the number is read during the advertising message, the tariff must also always be read immediately after the number by using the same voice, the same tonality and the same rhythm of reading, and without any disturbing sound or musical background.

- Within the context of radio communication, the tariff must be pronounced immediately after the number, with the same voice, the same tonality, and the same rhythm of reading and without any disturbing sound or musical background.

8 OBLIGATORY INFORMATION FOR AUDIO SERVICES

Within the framework of audio services, the service provider shall undertake to:

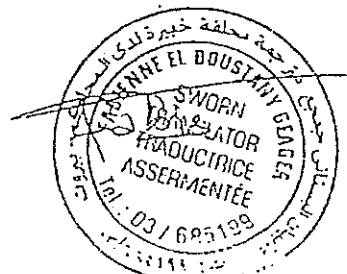
- Diffuse, as soon as the communication is established and before his service summary, the tariff paid by the user.
- make appear, in the service summary, the company name, address and non surcharged phone number as well as all the elements allowing every person to lodge a complaint and exercise his rights, especially his right to answer concerning the information diffused through the service.

9 RULES OF SERVICES PROMOTION

The promotion relating to a service cannot take the form of a little advertisement whatever its nature is.

The service provider shall undertake, in every service promotion medium,:

- To avoid every risk of confusion between himself and the operator.
- To communicate explicitly the tariff as abovementioned.



- To indicate his service brand in a precise way.
- To inform the public about his company identity.

To this purposes, the abovementioned information must be clear and unequivocal and legible or/and audible according to the used medium.

The service provider shall undertake, in every service promotion medium,:

- Not to use pictures degrading the man or woman body; he should particularly pay attention to the protection of minors.
- Not to mislead the users concerning the content and the possibilities of the proposed products and services.

10 Provisions concerning numbers

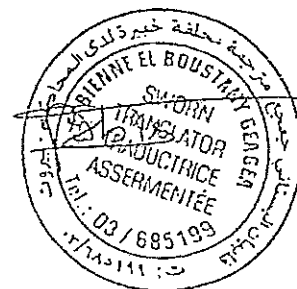
During the exercise of his activities, the services provider shall treat fix or mobile numbers relating to the direct users of the service or their correspondents. This article clarifies the exclusive cases in which the service provider can use the collected numbers.

10.1 USE OF COLLECTED NUMBERS

The service provider can use numbers that pass in transit through his service only within the framework of a technical support case demanded by the customer or made obligatory after a brief fault of the service.

Under no circumstances, the service provider can:

- Use the numbers to promote an extension of his service
- Use the numbers to promote other services
- Transmit freely or for payment a part of or the whole numbers in his possession to a third party in Lebanon or abroad.



10.2 KEEPING PERIOD OF CARRIED OUT NUMBERS AND ACTIONS

Every service provider shall undertake to keep clear logs in a database of all the calls, numbers and actions carried out during the calls as well as the SMS requests coming from the customer numbers during a period of two years. He shall undertake to destroy the logs of more than two years.

The unique aim of the keeping must be to carry out a customer support and be able to answer any directive, inquiry or decision issued by judicial or ministerial powers. In case of receipt of such a request, the provider shall undertake to facilitate the work done by investigators or experts appointed by a court of justice.

The filed information must be protected so as not to be modified.

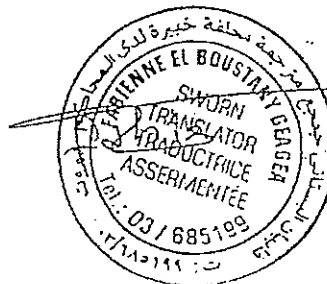
11 MAXIMUM DURATION OF AUDIO CALLS

The maximum duration of surcharged calls is limited to 30 minutes. The service provider must make sure that every call exceeding this limit is automatically interrupted by his audio platform.

12 GAMES AND LOTTERIES

Every game or lottery must be registered at the concerned Office in the Ministry and obtain an authorization accompanied by an authorization number. The description must include especially:

- The game rules, the date and hour of the game start, the date and hour of the game end.
- The prizes value as well as the precise rules of the winners' choices. If the winners' choice calls for fate, an authorization from the Lebanese National Lottery is required to approve the file.
- The precise dates, hours and places of the winners' selection.



An exhaustive explanatory leaflet about the used advertising mediums.

The promotion of no game is authorized before submitting these rules and obtaining the approval of the committee that sends its answer after three working days.

The service provider shall undertake to mention, in his service summary, that the game rules are freely at the disposal of any person that demands them as well as this demand modes. The service provider must also mention the number of the authorization obtained from the Ministry.

13 VOTE OPERATIONS

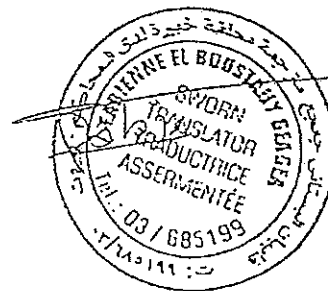
In the case of vote operations through SMS or audio services, the communication medium must mention clearly, in the case of the numbers voting many times, if the first vote of a given number is the only one took into consideration, the last vote of a given number is the only one took into consideration or if all the calls of the same number are taken into consideration.

14 CONSULTANCY INFORMATION

The consultancy services (medical, legal, etc.) must include clearly, in the service summary or at the beginning of the communication, a warning to the use of users emphasizing that the consultancies included in the data communications service are only given as information and cannot replace a consultancy from a qualified practitioner. These services should indicate the identity of the specialist or specialists who bear the responsibility of the given consultancies or the means to have access to this information.

15 BANNING OF SERVICES INTENDED FOR CHILDREN

The service provider shall refrain from making advertising for surcharged services intended for children.



16 SERVICES INTENDED FOR YOUTH

The services intended for youth must particularly not include any column, any message presenting in a favorable light the crime, lie, theft, laziness, hatred, debauchery or all acts described as crimes or offences or likely to demoralize childhood or youth or to inspire or maintain ethnic or religious prejudices.

17 PENALTIES

Every breach noticed by the Ministry shall lead to the immediate suspension of one or several numbers exploited by the service provider. This suspension does not exempt from any legal proceedings that may be started against the service provider by a user or by any other competent authority.

