

**GUIDING PRINCIPLES TO ENSURE TRANSPARENCY
FOR THE PROVISION OF TELECOMMUNICATION SERVICES TO THE PUBLIC**

1. Definitions
 - 1.1. **Customer** means either an End-User or another Market Player which has purchased or consumed a Market Player's services or infrastructure.
 - 1.2. **End-User** means a business or residential subscriber or user of any services.
 - 1.3. **Market Player** means any undertaking or enterprise, duly incorporated and licensed in Brunei Darussalam or otherwise, that is carrying on a business or is engaged in any commercial activity in or connected with the telecommunications industry in Brunei Darussalam. This includes owners or operators or providers of infrastructure or providers of services.
2. All Market Players must ensure:
 - 2.1. Full disclosure and transparency to End-Users and Customers of the product offerings. Information provided must be clear, concise, accurate and written in a manner which is easily understood. This should include:
 - (a) An accurate description of what is included in the product offering.
 - (b) An accurate pricing information which covers any one-time charges, monthly rental charges and all other associated charges e.g. installation fees, suspension or reconnection charges.
 - (c) All terms and conditions associated with the product offering.
 - (d) Service provider's rights and responsibilities.
 - (e) End-User and/or Customers' rights and responsibilities.
 - (f) Information about the provision of fault repair and any other technical services available.
 - (g) Any minimum contract period and penalty fees for early contract termination.
 - (h) The complaint handling and resolution processes.
 - 2.2. End-Users and Customers have a clear understanding of the Traffic Management Practices (TMP) and/or Fair Usage Policy (FUP) associated with the product offering. This must include:
 - (a) The objectives of the TMP and/or FUP.
 - (b) Instances where the TMP and/or FUP will apply.
 - (c) Service provider's rights and responsibilities e.g. termination for breach or illegal activity
 - (d) End-User and/or Customers' rights and responsibilities.
 - (e) How usage is measured together with a description of how the user can also measure their own usage.
 - (f) Usage notifications.
3. Market Players must use all efforts to make sure that all required information is accessible by End-Users and Customers e.g. official website and in physical stores.
4. Staff and representatives of Market Players must be sufficiently trained to communicate the information in a clear and simple manner at the time End-Users and Customers indicate interest in the service. This will enable them to make a well-informed decision when purchasing or subscribing the services and/or products.

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