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**ADVISORY GUIDELINES**  
**TELECOMMUNICATIONS ORDER, 2001**  
**DIRECTORY SERVICES**

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	<b>REVISION RECORD</b>	<b>EFFECTIVE DATE</b>
1	First issue	01 June 2021

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## **1. BACKGROUND**

- 1.1. Since 1972, Tele Directories Sdn Bhd has partnered with Jabatan Telekom Brunei (JTB) and its successors<sup>1</sup> to print Brunei Darussalam's telephone directory which contains directory information about the residential, government, and business subscribers. In 2006, an online version of the telephone directory was launched, followed up with the launching of app version in 2020.
- 1.2. The 113 Directory Enquiry service was started by JTB and continues to be provided by Telekom Brunei Berhad (TelBru) and now, by Imagine Sdn Bhd (Imagine) through its technology vendor. The 113 Directory Enquiry services only provides directory information about the government, embassies, Ketua Kampongs, Penghulus and businesses to the general public.
- 1.3. Both online and app version as well as 113 Directory Enquiry do not contain or provide residential subscriber information to the public.
- 1.4. The changes in the telecommunications market structure where there are multiple fixed line service providers, means that a fixed line number could be provided by any of the licensees. As such, integrated directory services are required to avoid a situation where consumers have to contact each fixed line service providers to locate the number that they are looking for. This means that fixed line information from each fixed line service provider must be integrated into the directory services for consumer convenience.

## **2. ADVISORY GUIDELINES FOR DIRECTORY SERVICES**

- 2.1. These Advisory Guidelines are issued to provide guidance on the availability, sharing and terms of provision by telecommunications licensees of information relating to subscriber's particulars for the purpose of establishing an integrated directory. This elaborates on the implementation of the requirements in Section 5.7.4 of the Code of Practice for Competition in the Telecommunications Sector (Competition Code).
- 2.2. These Advisory Guidelines apply to all licensees who provide public fixed and mobile telecommunications services and takes effect from 01 June 2021.
- 2.3. The Authority reserves the right to change, revise and/or revoke these Guidelines from time to time as it sees fit and without prior notice.

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<sup>1</sup> Telekom Brunei Berhad (TelBru) from 2006 and Imagine Sdn Bhd (Imagine) from 2020.

### 3. REGULATORY POWERS

- 3.1. These Advisory Guidelines are issued under *Section 28 of the Telecommunications Order, 2001*.
- 3.2. In the event of a failure to comply with the requirements of these Advisory Guidelines, the Authority may exercise its powers under *Section 8 of the Telecommunications Order, 2001*.

### 4. DEFINITIONS

- 4.1. **Directory Enquiry Services** is an operator assisted telephone service which allows the public to access subscriber information.
- 4.2. **Directory Services** means published directories and directory enquiry collectively.
- 4.3. **Licensee** means a person to whom a licence has been granted under the Telecommunications Order, 2001.
- 4.4. **Published Directories** consists of subscriber information in either printed or electronic form.
- 4.5. **Subscriber Information** refers to names, fixed-line and/or mobile telephone numbers and addresses of residential, business and government subscribers in Brunei Darussalam.

### 5. INTEGRATED DIRECTORY SERVICES

- 5.1. Licensees who provide public fixed and mobile telecommunications services shall cooperate to ensure the provision of at least one (1) source of integrated Directory Services for consumers.
- 5.2. Licensees must cooperate with each other and with the directory service provider to ensure that the integrated Directory Services are provided in an agreed format and on terms which are fair, objective and non-discriminatory.
- 5.3. Licensees shall comply with the following to ensure the provision of integrated Directory Services:
  - 5.3.1. The necessary Subscriber Information must be shared with a directory service provider at no charge (except in situations where the Authority has given its written approval).

- 5.3.2. Subscriber Information must be updated periodically to keep the Directory Services up to date.
- 5.3.3. Licensees must ensure that information provided to the directory service provider is used solely for the purpose of providing integrated Directory Services and not be used for marketing or other purposes.
- 5.3.4. Licensees must ensure that Subscriber Information provided for the Directory Services database is up-to-date and provided to the directory service provider(s) at agreed intervals.
- 5.3.5. Subscriber consent
- (a) Where the Subscriber Information is categorised as “*residential*” i.e. not business or government; licensees must ensure that the subscriber provides explicit consent for the collection, use and disclosure for the purpose of Directory Services.
  - (b) If explicit consent is not given or the subscriber does not respond to the request, then the Subscriber Information cannot be included in the database for Directory Services.
- 5.3.6. Listing options
- (a) Listing options must be provided to all subscribers.
    - I. *Residential* Subscriber Information can only be listed in the Directory Services database if the subscriber provides explicit consent as described in paragraph 4.3.5.
    - II. *Business and government* Subscriber Information will automatically be listed in the Directory Services database.
  - (b) All subscribers must be allowed and be given the opportunity to be unlisted from the Directory Services database upon request at any time.
- 5.3.7. Subscribers must be allowed to update, verify or correct the Subscriber Information listed in the Directory Services database.
- 5.3.8. Subscribers must not be charged for removing (asking to be unlisted), updating, verifying or correcting the Subscriber Information listed in the Directory Services database.

- 5.4. The obligations related to sharing of Subscriber Information contained in these Advisory Guidelines are subject to personal data protection legislation or requirements whether currently in force or implemented in the future.

## 6. PHASED IMPLEMENTATION OF INTEGRATED DIRECTORY SERVICES

- 6.1. Licensees who provide public fixed and mobile telecommunications services must cooperate to achieve the following implementation milestones:

### 6.1.1. *Phase 1: Partially integrated directories.*

- (a) On **01 August 2021** the online and app versions of the directory and also the directory enquiry services must have complete Subscriber Information relating to business and government listings.
- (b) Fixed line service providers must provide the necessary Subscriber Information related to business and government listings with the directory service provider(s) in the lead up to 01 August 2021.

### 6.1.2. *Phase 2: Fully integrated directories.*

Residential Subscriber Information used for the printed telephone book (where explicit consent has been received) must be provided to the directory service provider(s) on or before **01 January 2022**.

- 6.2. Licensees who provide public fixed and mobile telecommunications services must share up-to-date subscriber listing i.e. Subscriber Information to a directory service provider, on an agreed day at least once every quarter.

- 6.3. Implementation is subject to the contents of these Advisory Guidelines.

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