



FOR IMMEDIATE RELEASE

MOBILE INDUSTRY EDUCATION ON UNSOLICITED POLITICAL ELECTRONIC COMMUNICATIONS

Accra, September 7th, 2020 – Ghana’s mobile industry comprising of leading global network operators namely AirtelTigo, MTN and Vodafone would abide by existing guidelines and best practices on the incidence of spam and Unsolicited Electronic Communications (UEC) while supporting their customers with education

The Ghana Chamber of Telecommunications has noted with concern, customer complaints across various media relating to a recent political party’s unsolicited message. The Chamber would like to state unequivocally that its members, the mobile network operators (MNOs), are politically neutral, and their policies and principles prohibit the promotion of any political party. As an industry, we are committed to working with all stakeholders to ensure the continued growth of our democracy.

To provide further clarity and education on the matter, customers are entreated to take note of the following;

1. **Mobile Network Operators have not** sent out UECs for and on behalf of any Political Party.
2. Political Parties rely on Content Providers to do Bulk SMS transfers on their behalf.
3. **Mobile Network Operators do not** give out contacts of their subscribers to Content Providers or marketers for targeting.
4. Content providers build databases of phone numbers from various sources including online, social media etc
5. Political Parties have access to data which they get through their own sources including their fundraising activities and other events.
6. A UEC may not necessarily come from the operator you use. It could come from any source if your number is part of their targeted database.

The National Communication Authority’s guidelines on unsolicited electronic communications provide a detailed framework for transaction and non-transactional messages we will continue to work with the Regulator to support our ongoing plans in implementing filtering systems and blacklist mechanisms to protect the consumer.

Customers who wish to unsubscribe from UECs of any kind should type STOP (space) SENDERS’ NAME and send to the number from which the message or call was sent to stop receiving such messages. If the UECs persists, contact your service provider to omit you from the promotional list and the Regulator as last resort.

The mobile industry, beyond being accountable to the customer, remains committed to delivering quality voice and data services as well as that new digital world to its customers.

END



**GHANA CHAMBER OF
TELECOMMUNICATIONS**
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Note for Editors

About the Telecoms Chamber

The Ghana Chamber of Telecommunication is the foremost mobile and technology industry association and a private initiative by the mobile network operators in Ghana. We are an advocacy institution established to help direct telecommunications policy, legislation and regulation, and pursue research towards the development of telecommunications.

As the voice of the mobile operators, tower and infrastructure companies in Ghana, we work through direct engagements with the government (institutions), civil society, key stakeholders and consumers to shape the mobile ecosystem and maximize the socio-economic benefits of mobile in Ghana. The Chamber was registered in 2010 and inaugurated in 2011.

Unsolicited electronic communication or unwanted text messages and calls simply refer to electronic messages that a recipient has not consented to receive.