

Policies and Initiatives Committee Meeting

MEF LATAM

23/06/2010

Participants:

Policy Initiatives Committee members

Rafael Pellon (CFLA) - chair, Ana Paula Lima (Spring Wireless), Andrea Borges (Arvato Mobile); Eric Nice (Arvato Mobile); Filippo Satolli (Dada), Paulo Pessoa (TIMwe), Renato Marcondes (Playphone)

Members of the MEF LATAM

Geraldo Leonel Lima (ClearTech); Fabricio Bloisi (Movile), Daniel Carvalho (Buongiorno), Vitor Pereira (Buongiorno)

MEF LATAM

Filipe Roup Rosa, Priscila Grison

Agenda:

- 1) Code of Practice
 - Next Steps
 - Timing
 - Landing Pages
 - Criteria for approval
 - Review (pre-production, post production)
 - Penalties
- 2) Affiliates Blacklist
- 3) Control of complaints / call center
- 4) New Initiatives

Topics discussed:

1) Code of Practice:

a) Deadlines:

- The first version of the unified Code of Practice will be presented to members on 5 / 7
- Committee members will have three days to comment and propose adjustments.
- MEF members will discuss the Code of Practice on a meeting on 12/7
- The suggested adjustments will be analyzed until day 16/7.

After that the first meeting with operators will be held.

b) Content of the Code of Practice

- Rafael Pellon, chair of the committee is reviewing the terms of conduct to align the four terms in a table. Up to now the terms of the TIM and Oi were analyzed, which are based on the Claro's Code of Practice. The goal is to understand what the criteria of maximum and minimum operating level and bring it to the minimum required.
- The goal is to have uniform rules that are valid for all the players, removing subjectivity, facilitating self-regulating market.
- Some topics to be addressed in terms of conduct are: the universal command to exit and the inclusion of a menu with the options of what services should be canceled.
- PIN – Operators to generate PIN for opt-in, model currently adopted by Claro.
- User the rules of CONAR (that regulates advertising in Brazil) and the Code of Consumer Protection, applying them to the sector.

2) Regulatory Landing Pages (LP):

- The evaluation criteria of LP should avoid restricting the freedom of creativity
- Only basic information of the LPs will be analyzed (eg price, disclaimer, etc.)

a) Flow of approval / review:

To approve / monitor the LPs, there are several options:

Stages / Options	Current	Option A	Option B	Option C
Approve	operator	----	----	-----
Certify	-----	PhonePayPlus **	Pre-certifying company (eg Agape)	-----
Regulate *	Operator	Operator	Operator	Operator
Supervising *	Market	PhonePayPlus	MEF / Marketing	MEF / Operator in post- production
Penalize	Operator	PhonePayPlus	Operator	Operator

* Those responsible for certifying will regularly deliver reports with data.

** Example of solution found in the UK, a funded entity created by the operators with this function.

*** MEF as an arbitrary forum

b) Penalties:

It must be defined who apply the penalties in cases where there is irregularity and what kind of penalties are applied.

- Penalties:

- SLA based on recurrence / severity of the problem

- Deadline for firms to adjust to the new rules

- Benefits for companies that act in accordance with the rules

Counterpart of the operators:

- Define what would be the policy if the error occurs on the operators side.

3) Black List:

On the establishment of the Black List, there is a consensus that the choice of affiliates is responsibility of each company.

However, there is the suggestion to publish a list of affiliates where members themselves could recommend / demand of affiliated companies.

4) Complaints

a) Call_Center

Options:

- Operator continues to manage the complaints but publishes data (nr complaints, type of complaints, ratio revenues / complaints aggregator, etc.).
- Integrators responsible for managing complaints.

b) Cancellation

IVR / WEB cancellation of services

Summary:

Phase 1: unify Code of Practice for four operators while maintaining the functions that are already defined today. (Ex. operator approves, penalizes, monitors and manages claims call-center)

Step 2: proposing alternatives to create the foundations for self-regulation, including the processes and functions of each link of the value chain (business certification of landing pages, MEF as a forum for arbitrariness, etc.)

5) New initiatives

New initiatives will be studied. A short-list of new initiatives will be established and discussed on the next meeting.

Next steps:

Action	Responsible	Date
- First draft of the Terms of Conduct	Rafael Pellon	5 /7
- Comments from committee members	All members of the Committee on Policies and Initiatives	8 /7
Event to discuss the Code of Practice with all members of the MEF		14 /7
Adjustments	Rafael Pellon	to 16/7
Contact the certifying companies - data and scope of work	Renato Marcondes	
First meeting with operators	Filipe Rosa	From 19/7 days
Definition of criteria for evaluation of Landing Pages	Committee	16 /7
Defining the regulatory body	Committee	16 /7
Definition of the creation of the blacklist and format	Committee	16/7
Definition of control complaints	Committee	16 /7

Creating short-list for new initiatives	Committee	Next Committee meeting
Timings for phase 2	Rafael Pellon and Filipe Rosa	Next Committee meeting