



NCA TO START SANCTIONING ADVERTISERS/MNOs, VASPS AND CONTENT AGGREGATORS FOR UNSOLICITED ELECTRONIC COMMUNICATION (UECs) ABUSES

The National Communications Authority (NCA) has noted with great concern complaints about the spate of unwanted calls and text messages sent to consumers. The Authority has in a letter addressed to Advertisers/Mobile Network Operators (MNOs), Value Added Service Providers (VASPs) and Content Aggregators directed them to immediately cease all auto/unconsented subscriptions of consumers and to curtail the transmission of all UECs and other marketing messages immediately.

Prior to this directive, the NCA in collaboration with the Data Protection Commission had taken some measures to ensure that Advertisers/MNOs, VASPs and Content Aggregators transmit Electronic Communications to only consumers who have consented to the service.

Notice to Consumers on the Management of Personal Data

The Authority has also informed and continues to urge the general public to be cautious when sharing telephone numbers with strangers and at public events where there is no disclaimer notice openly published with regard to data/information protection. Consumers should also endeavour to report to their Service Provider any received messages not consented to.

Development of a Do-Not-Text/Call (DNT/C) Portal

The NCA is looking at developing a DNT/C portal for subscribers to report and submit details of such complaints. The portal, when deployed, will allow consumers to input details of infringements so MNOs, who will be connected with it, can take the needed action. Details of the DNT/C will be announced later.

Latest Directive on UECs

The latest directive, issued on January 20, 2022, explicitly tasks the concerned stakeholders as follows:

i. All auto/unconsented subscriptions should cease with immediate effect.

ii. Transmission of all UECs and other marketing messages should also cease with immediate effect.

iii. Service Providers are to ensure that subscriptions to these services are a two-step process and there must be retention of the proof of consent from consumers.

The Authority further drew the attention of Advertisers/MNOs, VASPs and Content Aggregators to the fact that, failure to adhere to the directive will attract the imposition of the applicable sanctions pursuant to the NCA Schedule of Penalties.

Subscribers are hereby encouraged to contact their Service Providers on **100** or the NCA on Toll Free Number **0800 110 622** should they receive unwanted calls and text messages. This will enable the Authority take appropriate actions to protect them.

The NCA is grateful for the efforts made by consumers and other stakeholders in assisting with efforts to address UECs in Ghana. The Authority is of the view that such collaborations is essential in the development of the communications industry in Ghana.



For more information, call **100** on all Networks or NCA on **0800 110 622**

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