



National Communications Authority

- Press Release

NCA JOINS IN THE GLOBAL COMMEMORATION OF 2024 WORLD CONSUMER RIGHTS DAY (WCRD)

Accra, 15th March, 2024: Today, the National Communications Authority (NCA) has observed the World Consumer Rights Day (WCRD) in nine (9) Regions across the country. Although, the global theme for the 2024 WCRD was “Fair and Responsible AI for Consumers”, the NCA’s celebration which was held in selected tertiary institutions was premised on the theme “Consumer Protection: Safeguarding Consumers in a Digital World”.

The theme created a platform for students and staff of the institutions to be empowered and educated on their privacy and security of their online transactions, fraud and misleading advertisements as well as their rights and responsibilities as consumers.



Staff of the Authority engaging students at Health Concern Ghana

This year’s celebration which was marked with an impactful consumer educational forum took place at the Health Concern Ghana (Accra); Tamale, Winneba, and Koforidua Nursing Training Colleges; University of Energy and Natural Resources (Sunyani); Holy Child College of Education (Takoradi); Ho Technical University; Regentropfen College of Applied Sciences (Bolgatanga); and Mampong Technical College of Education (Kumasi).



Mrs. Tracey Ofori addressing participants at the educational forum held at Health Concern Ghana

Speaking at the event held in Accra, Mrs. Tracey Ofori, a Manager with the Consumer and Corporate Affairs Division at the NCA, emphasized the Authority's commitment and readiness to address issues consumers face in the telecommunications industry. She also urged participants to make use of the Authority's complaints management process to ensure that any concerns they have with the services provided by their Service Providers are satisfactorily resolved. Additionally, she advised the students to be cautious when engaging in online transactions in this digital age in order not to fall prey to fraudsters as some of the advertisements they see could be misleading.

The NCA team seized the opportunity to intensify education on how to check the SIMs linked to one's Ghana Card using the short code *402#.



Participants busily confirming the SIMs linked to their Ghana Cards

It is important to note that consumer education and protection is at the heart of the Authority and as a Regulator, we will continuously make use of available channels such as these celebrations and our outreach programmes to ensure that telecom consumers are empowered.



Students at the Tamale Nursing Training College paid keen attention during the education



Mampong Technical College of Education students showed up in their numbers to be educated on their consumer rights and responsibilities

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About NCA

The National Communications Authority, (NCA), was established by an Act of Parliament, Act 524 in December 1996, which has been repealed and replaced by the National Communications Authority Act, 2008 (Act 769). The Authority is the statutory body mandated to license and to regulate electronic communication activities and services in the country.

About World Consumer Rights Day (WCRD)

The World Consumer Rights Day (WCRD) is celebrated on 15th March worldwide. It is an occasion for expression of solidarity within the international consumer movement. It marks the date in 1962 when President John F Kennedy first outlined the definition of Consumer Rights. Various countries take opportunity of the day to educate consumers and the general public on their rights to be respected and protected. Other countries also use the day to protest against consumer abuse and mishandling. The WCRD was first formally observed on 15th March 1983, and has, since, being recognised by the United Nations, become an important occasion for mobilizing citizen attention and action.