

Phone companies must now provide more details in advertisements

The **OUR** has mandated Digicel and FLOW to be clearer in their messages to consumers when providing the information they need to make informed decisions.

DIGICEL AND FLOW WILL NOW:

- Give clearer information on pricing and the framing of other pertinent content in corporate advertisements.
- Publicise services specifically for persons with disabilities, and how such services may be accessed.
- Ensure that where there is limited advertisement space, they indicate where customers can access more information, free of charge.

PLEASE REPORT ANY BREACHES TO THE OUR

Read about the OUR's decisions on **Information Transparency in Telecommunications Markets**, at www.our.org.jm.

