

# Code of Practice



# Table of Contents

- 1. The purpose of this Code of Practice**
- 2. About etisalat by e&**
- 3. Our Contact Details**
- 4. Services Terms and Conditions, including Prices and Tariffs**
  - Our Services
  - How to Buy our Products and Services
  - Pricing Information
  - Terms and Conditions for our Services
- 5. Cancellation and Restoration of Services**
  - Cancellation of Service
  - Restoration of Service
  - Denial of Service
- 6. Billing and Payment**
  - Billing Method and Cycles
  - Paying for your Services
  - Collecting Payments
  - Channels of Payment
  - Deposits and Refund Policy
- 7. Complaint Handling Processes**
  - Our Customer Care Commitment
  - How to Make a Complaint
  - Complaint Resolution
- 8. Directory Information**
  - Directory Services
- 9. Privacy of Customer Information**
  - Your Privacy is our Priority
  - Disclosure of Information Outside Etisalat by e&
- 10. Subscriber Compensation Scheme**
  - What is Etisalat by e& Compensation Scheme
  - Eligibility to receive the Compensation
  - How do I calculate the compensation I am eligible for?
  - How do I receive the compensation amount?
  - Extra benefits that Etisalat by e& offers
  - Exclusions
  - More Information
- 11. How to obtain this Code of Practice**

# 1: The Purpose of this Code of Practice

The purpose of this Code of Practice is to inform you, our customers, about Etisalat by e&'s customer care policies, and other information relevant to the purchase and use of our products and services.

This Code of Practice has been prepared in accordance with guidelines of the Telecommunications and Digital Regulatory Authority (TDRA). Nothing in this Code of Practice forms a contract or part of any contract between Etisalat by e& and its customers.

## 2: About Etisalat by e&

Etisalat by e& has been providing telecommunications services in the UAE since 1976, and has built a modern telecom infrastructure and established itself as an innovative and reliable technology company. Across the UAE, we provide fixed and mobile telephone, data and internet services for everyone, as well as other services for business customers.

## 3: Our Contact Details

**Phone:** From Inside the UAE, free calling number (24 hours, 7 days a week)  
For Etisalat by e& customers: 101 or 8005800/ 800-9111 for business customers  
For Non-Etisalat by e& customers: 800 101

**Email:** care@etisalat.ae / 8009111@etisalat.ae

**Website:** [etisalat.ae](http://etisalat.ae)

**Main Business Centres** Abu Dhabi Central "Main" Business Centre, Abu Dhabi Head Office Building (Shaikh Rashid Bin Saeed Al Maktoum Street - Old Airport Road)  
Dubai Deira Business Centre, Dubai Region Head office Building (Baniyas Street - Deira),  
Sharjah Al Manakh Business Centre, Sharjah Head Office Building (Al Manakh Street, Kuwait Roundabout)  
Official working hours: Sun – Thur: 08:00 – 20:00; Sat: 08:00 – 13:00  
For other Business Centers nearest to you, please visit our website [etisalat.ae](http://etisalat.ae) or contact our Customer Care Centre on free number 101

## 4: Services Terms and Conditions, including Prices and Tariffs

### Our Services

Our goal is to supply you with the telecommunication services that satisfy your requirements. Our telecommunication services include:

- Voice Communications
- Data Communications
- Wireless Communications
- Internet
- Television
- Business Connectivity, Mobility and Managed solutions
- M2M solutions and Cloud computing
- eBusiness Solutions

### How to Buy our Products and Services

For a full list of our Products and Services, please visit our website [etisalat.ae](http://etisalat.ae) or contact our Customer Care Centre on the free calling number 101 or 8005800/ 800-9111 for business customers.

Our telecommunication services are available to be purchased through different channels to ensure that we can offer quality service to you at your convenience. These channels include:

- Etisalat by e& Business Centers
- Etisalat by e& Retail Stores
- Selected Retail Partners
- Selected Business Channel Partners
- Etisalat by e& website
- Etisalat by e& mobile application
- B2B Portal
- Interactive Voice Response IVR (by dialing a short code number)
- Customer Care Centre Sales
- Etisalat by e& Online Sales
- SMS to a predefined short code
- Through our account management sales for Business customers

For more information on how and where to buy our products or subscribe to our services, please visit our website at [www.etisalat.ae](http://www.etisalat.ae) or contact our Customer Care Centre on our toll-free number at 101 or 8005800/ 800-9111 for business customers or through our business accounts management sales force.

### Pricing Information

We always work to keep you informed about our applicable prices and fees. To obtain updated pricing information related to our products and services, please visit our website at [www.etisalat.ae](http://www.etisalat.ae) or contact our Customer Care Centre on the toll-free number at 101 or 8005800/

800-9111 for business customers to get more details. Alternatively, for live online chat with one of our customer service representatives, visit [www.etisalat.ae](http://www.etisalat.ae).

For some services and products i.e., mobile data packages, Etisalat by e& allows you to select certain caps to help you manage your monthly data spend. You will receive a notification each time you cross a certain % of your cap limit. These measures have been applied in order to avoid customer bill shocks and give you the flexibility to monitor and manage your monthly spend. This is also a default mechanism used by Etisalat by e& for international mobile data roaming users.

Our customers will be notified about any increase in our charges prior to the implementation of the changes.

### **Terms and Conditions for our Services**

All of our products and services are governed by Etisalat by e&'s General Terms and Conditions, which are deemed to be an important part of any agreement that we conclude with you. To obtain a copy of the General Terms and Conditions, please visit our website at [www.etisalat.ae](http://www.etisalat.ae). Copies of our General Terms and Conditions are also available at our Business Centers (see Section 3 for location details).

In addition to our General Terms and Conditions, there may be other specific Terms and Conditions applicable to each product or service, which will be attached to the Application Form. For service provisioning, the Application Form must be completed and signed with all the necessary information and any required supporting documents must also be submitted.

For customer convenience, subscription to Etisalat by e& plans/ services, which do not require customers' ID verification or supporting documents can be applied through Customer Care Centre, online (Etisalat by e&'s website) and IVR system. In this case, the subscription shall be legal and binding to the customer with immediate effect and your subscription implicitly means that Etisalat by e&'s general and specific Terms and Conditions are acceptable to you.

For further information regarding our Terms and Conditions and required documents, please visit our website at [www.etisalat.ae](http://www.etisalat.ae). Alternatively, for live online chat with one of our customer service representatives, please visit [www.etisalat.ae](http://www.etisalat.ae)

## 5: Cancellation and Restoration of Services

### Cancellation of Services

If you wish to cancel your services, which is subject to a monthly subscription with Etisalat by e&, Etisalat by e& will process your cancellation request as soon as possible provided you have settled your outstanding amounts and fulfilled any other relevant condition in your contract.

If you cancel a service order after work has started on the provision of the requested service, you must pay us for the costs of such work. All outstanding dues to Etisalat by e& must be cleared before we cancel your service.

Our General Terms and Conditions set out the minimum commitment periods for services that we offer. Unless otherwise determined by Etisalat by e&, if you cancel your service before the minimum commitment period has elapsed, you will be liable to pay an early exit charge in accordance with the Terms and Conditions of the relevant service.

Etisalat by e& reserves the right to cancel your service in accordance with Etisalat by e&'s General Terms and Conditions. Applicable circumstances include, but are not limited to, if you delay payment of charges, if you do not use your prepaid connection for a continuous period of 3 months or more, or do not renew your identification documents at Etisalat by e&, if you interfere or tamper with any of Etisalat by e&'s provided equipment without prior written authority, if you fraudulently or maliciously use the telecommunications system in a manner prohibited by law or if you exploit local line facilities. Other cases include wrong activation of services due to an error or fault.

**Restoration of Service**

You may be able to restore lines suspended for non-payment of account on request upon settlement of all outstanding dues only within 3 months of temporarily suspending your line. Charges will apply for restoration of the line and all associated services. Requests for restoration of service after cessation will be treated as new application for service and full connection charges will apply. You may be able to request your ceased telephone number if it is still available.

**Denial of Service**

Etisalat by e& reserves the right to reject any subscription, to deny access to any of our services, to terminate contracts and/or to suspend supply of our services according to our General Terms and Conditions

## 6: Billing and Payment

### Billing Method and Cycles

You may be required to pay a connection charge or setup fee for your service in advance, as advised by Etisalat by e&. Rental charges are generally payable in advance in monthly/quarterly instalments. Other charges are generally billed to you monthly, in arrears. You have the freedom to choose the preferred language, whether Arabic or English, in which you would like to receive your bills. The amount due and billing date will be included in your bill. Bills that are not paid within the credit period and are still due after the expiry date will render the subject subscriptions liable for disconnection.

Etisalat by e&, as part of its Green billing and environmentally friendly initiative provides its customers with electronic bills instead of printed paper bills, i.e. through SMS or email.

### Paying for your Services

For collecting payments, the following types of payments are accepted:

- Cash
- Credit Card
- Cheque (subject to Etisalat by e&'s Terms and Conditions)

### Channels of payment

You can pay for our services through the following channels:

- Etisalat by e& Business Centres
- Etisalat by e& Cash Payment Machines
- Etisalat by e& Retail Stores
- BizDirect (online bank authenticated Direct Debit Payments)
- Etisalat by e& Online Services
- Banks
- Emirates Post Office outlets
- Mobile Pay
- Cheque Deposit at drop boxes
- Loyalty points, i.e smiles points
- Etisalat B2B portal for business subscribers

## **Deposits and Refund Policy**

Etisalat by e& may collect a deposit from you and carry out such checks on credit references as Etisalat by e& deems necessary. Circumstances in which Etisalat by e& may require a deposit from you include, but are not limited to, where your business registration documentation is awaiting completion, where your residency visa is awaiting finalization. Deposits may also be requested before re-provisioning of services disconnected for late payments of bills.

Deposits collected from our customers are kept in a separate account. Deposits and credit balances are generally refundable upon customer request of service cancellation, after confirmation that the customer has fully settled all Etisalat by e& dues

## **7: Complaint Handling Processes**

### **Our Customer Care Commitment**

Excellent customer care is at the core of Etisalat by e&'s business. We are committed to providing you with the highest quality of Etisalat by e& Services and Products and our goal is to always meet or exceed our customer expectations and needs. If for any reason you are dissatisfied with Etisalat by e&'s service, it is important that you inform us. Contacting us gives us the opportunity to continually improve our services and will enable us to quickly address any problems you are experiencing.

### **How to Make a Complaint**

If you wish to make a formal complaint, please contact our Customer Care Centers or visit Etisalat by e&'s Business Centers, service centers and outlets. Our customer service representatives are highly trained to help in resolving your concerns and complaints promptly. If your complaint was not resolved, our customer service representatives will lodge a formal complaint on your behalf.

Telephone number (24 hours, 7 days a week)	For individuals	From inside the UAE, free calling number 101.
		From outside the UAE, calling number +971 400444101
	For enterprises	From inside the UAE, calling number 8005800 /8009111
		From outside the UAE, calling number +971 8005800
Email		care@etisalat.ae
Website		etisalat.ae

## Complaint Resolution

Our Customer Care Representative will register your complaint in our Complaint Management System under a unique reference number. This number uniquely identifies your call on our support system and will allow any member of the Customer Care team to access your file and give you an update on the status of your complaint.

We aim to rectify your problems as soon as possible. If we cannot rectify your problem immediately, we will investigate the problem and respond to you with an update. We will notify you of the resolution of each complaint.

## 8: Directory Information

### **Directory Services**

The aim of Etisalat by e&'s telephone directories and enquiry system is to provide the public with the means of finding a required number with speed and ease.

We provide directory information in on a call-by-call inquiry basis (Directory inquiry) by calling the short code 181.

Directory information contains at a minimum

- Name
- Telephone number

Your prior consent is required to publish or make available your directory information. You may request us not to include your phone number in a telephone directory and/ or a directory enquiry service.

Call rate is flat AED 1 per call plus VAT. For privacy reasons, we do not provide the customer's name and address against a phone number

## 9: Privacy of Customer Information

### **Your Privacy is our Priority**

Etisalat by e&'s privacy policy covers the collection, use and disclosure of personal information that may be collected by Etisalat by e& whenever you interact with Etisalat by e&, such as when you visit our website, when you purchase our products and services, or when you call our Customer Care Centre. We safeguard your personal information. Your privacy is a priority at Etisalat by e&, and we go to great lengths to protect it.

Etisalat by e& takes precautions to safeguard your personal information against loss, theft and misuse, as well as unauthorized access, disclosure, alteration and destruction.

Etisalat by e& has strict policies governing employee access to customer records. We access customer accounts, records or reports for authorized business purposes only. We obtain information about customers that helps us to provide services, and we use that information for business purposes only.

We want to make sure the information we obtain, and use is accurate. Much of this information is reflected in your monthly telephone bill. If you see any inaccuracy in your Etisalat by e& bill, kindly bring it to our attention so we can rectify it.

### **Disclosure of Information Outside Etisalat by e&**

We do not sell or rent your contact information to third parties. However, we do release customer information if required by law, law enforcement agencies, competent authorities, to protect property or public interests or matters of state security. Also, through the process of making a credit check with a credit reporting agency. It is also compulsory that Etisalat by e& discloses information, to comply with court order. We may also disclose information for the purposes of provisioning/ maintaining of the telecom services requested by you.

## 10: Subscriber Compensation Scheme

### What is Etisalat by e& Compensation Scheme

Etisalat by e& provides all its telecom service Subscribers with compensation under two circumstances; the first is in the event the Subscriber experiences any delay in the telecom service activation by Etisalat by e& from the communicated due date. The second circumstance is in case of the complete non-availability of your basic plan services due to a mass outage for a time period greater than 12 hours from reporting the issue. The compensation in both scenarios will be subject to certain conditions being met.

### Eligibility to receive Compensation

To be eligible for compensation, you will need to at least fulfill the below criteria/ conditions:

Scenario #1 – Delay in telecom service activation:

- If you are an individual, you have subscribed to a new telecom service provided by Etisalat by e&; or
- If you are receiving the new service using bitstream or number portability<sup>1</sup>; or
- If you are a business subscriber, you have subscribed to a new small-medium-business telecom service provided by Etisalat by e&; and
- You have paid or are expected to pay a service activation fee for the service in question; and
- Have experienced a delay in activation of the telecom service from the communicated Service Activation Due Date;<sup>2</sup> and
- The delay in activation is caused by or within the control of Etisalat by e&.
- You have not missed or rescheduled the appointment for the installation of the telecom service in question.
- The mentioned exclusions in this scheme are not applicable.

Scenario #2 – Complete mass/general service outage/ non-availability of base plan services:

- You have experienced a complete service outage/ non-availability of the services of your basic plan due to a mass general service outage for a time duration exceeding 12 hours (calculated from reporting time); and

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<sup>1</sup> Bitstream and number portability (mobile, fixed, and/or toll-free) are telecommunication services governed by their respective agreements between the licensed telecommunication operators, hence the provisioning of such service may depend on factors beyond etisalat by e&'s control.

<sup>2</sup> For fixed services requiring or which concludes with a technician visit: An activation due date can be ascertained only after appointment and the technician visit is completed. Activation of the service happens thereafter.

- You have paid for or are expected to pay for the rental of the basic plan/service in question; and
- You have reported such service outage/ non-availability of service to Etisalat by e&; and
- The general service outage is confirmed by Etisalat by e&; and
- The general service outage is the result of some failure on the part of Etisalat by e& services / network; and
- The restoration of the service which suffered the general service outage is within the control of Etisalat by e&; and
- The mentioned exclusions in this scheme are not applicable

### How do I calculate the compensation I am eligible for

The compensation amount will be calculated based on the type of incident you have experienced; the below table illustrates the applicable principles for the calculation of the compensation.

The compensation amount will be calculated based on:

- Service activation fee in case of delay in activation; or
- Basic plan monthly recurring rental charge in case of service outage/ non-availability of service

Delay in Activation (from due date)	Service Outage/ Non-availability of Services (from reporting time/date)																												
<ul style="list-style-type: none"> <li>▪ 1 day: 30% of activation fee</li> <li>▪ 2 days: 35% of activation fee</li> <li>▪ 3 days: 40% of activation fee</li> <li>▪ 4 days: 45% of activation fee</li> <li>▪ &gt; 4 days: 100% of activation fee</li> </ul> <p>Example: Activation due date: 1 April Activation Fee: AED 100</p> <table> <tr> <th>Delay (day)</th><th>Compensation (AED)</th></tr> <tr><td>1 Apr</td><td>0</td></tr> <tr><td>2 Apr</td><td>30</td></tr> <tr><td>3 Apr</td><td>35</td></tr> <tr><td>4 Apr</td><td>40</td></tr> <tr><td>5 Apr</td><td>45</td></tr> <tr><td>6 Apr</td><td>100</td></tr> <tr><td>7 Apr</td><td>100</td></tr> </table>	Delay (day)	Compensation (AED)	1 Apr	0	2 Apr	30	3 Apr	35	4 Apr	40	5 Apr	45	6 Apr	100	7 Apr	100	<ul style="list-style-type: none"> <li>▪ &lt; 12 hours: 0</li> <li>▪ 12 – 24 hours: 50% of BRC*</li> <li>▪ &gt; 24 hours: (BRC x Number of full days of outage) + (50% x BRC x number of half days of outage)</li> </ul> <p>* BRC = ((Your basic plan monthly recurring charge x 12) / 365)</p> <p>Example: BRC: AED 10</p> <table> <tr> <th>Outage (hours)</th><th>Compensation (AED)</th></tr> <tr><td>10</td><td>0</td></tr> <tr><td>15</td><td>5</td></tr> <tr><td>30</td><td>15</td></tr> <tr><td>50</td><td>25</td></tr> <tr><td>105</td><td>45</td></tr> </table>	Outage (hours)	Compensation (AED)	10	0	15	5	30	15	50	25	105	45
Delay (day)	Compensation (AED)																												
1 Apr	0																												
2 Apr	30																												
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15	5																												
30	15																												
50	25																												
105	45																												

### How do I receive the compensation amount

The compensation will be posted by Etisalat by e& in your bill subject to the specific conditions being met.

## Exclusions

The compensation scheme will not be applicable in the below scenarios:

- The delay in provisioning or restoration of telecom services was outside Etisalat by e& control. This includes but not limited to the below:
  - Customer related reasons, including non-availability, missed appointment or technician access not granted;
  - Third party involvement (i.e. municipalities, police, etc...);
  - Natural disasters (i.e earthquakes, pandemics, etc...), bad weather condition, crisis/road closures;
  - Services involving devices, such as routers, setup boxes, phones etc..., purchased by customers directly from 3<sup>rd</sup> party, wherein such device(s) had caused the loss of service, and/or crucially delayed etisalat by e&'s ability to restore the service, or wherein fault in such device(s) is the reason behind the non-availability of service, or had crucially delayed etisalat by e&'s ability to activate the service;
  - Legacy services that are no longer being sold, provisioned, and/or charged by etisalat by e&;
  - Legacy device(s) that are out of stock and are no longer sold by etisalat by e&.
- Large Business Subscribers, including, but not limited to, enterprise service plans provided to Large Business Subscribers;
- Planned interruptions which have been properly notified to the concerned authorities and customers.
- Non-telecom services/ Additional Services provided by Etisalat by e& and/ or its Partners.

## More Information

You can check out our detailed information page on our website [www.etisalat.ae](http://www.etisalat.ae)

# 11: How to obtain this Code of Practice

This Code of Practice is published on our website at <http://etisalat.ae/codeofpractice>

Log on to  
[etisalat.ae](https://etisalat.ae)