

# SPECIALISE IN CONSUMER PROTECTION IN THE TELECOMS SECTOR

A two-day training course



CULLEN

INTERNATIONAL

Regulation made simple

Organised by Cullen International

## SPECIALISE IN CONSUMER PROTECTION IN THE TELECOMS SECTOR

### The training will provide attendees with:

- a comprehensive overview of the sector-specific and most relevant horizontal consumer protection rules applying in the telecommunications sector, using real-life examples and case studies from the European Union
- an insight into the latest developments in:
  - net neutrality, including zero rating
  - the implementation of roaming regulations
  - e-privacy
  - switching and portability
  - quality of service measures
  - universal service
  - how the current review of the EU regulatory framework might affect these rules
- a practical and applied learning approach, using case studies to reinforce understanding of the key points
- an historical perspective for participants to gain a clear appreciation of the key regulatory trends, and the growing importance of consumer protection issues in the telecoms sector.

### Who should attend and why?

The seminar is suitable for:

- regulatory experts who are interested in how sector-specific and horizontal consumer protection rules are applied in the telecoms sector
- those interested in the role that consumer protection plays in shaping the telecoms market; and
- those interested in finding out the latest consumer protection developments affecting the sector.

### The training organiser

Cullen International tracks, reports on and benchmarks regulation and competition law in four sectors – telecommunications, media, digital economy and postal - covering developments across Europe, the Americas, the Middle East and North Africa.

For over thirty years, we have been providing comprehensive, neutral, unbiased, timely information that is trusted by industry and official institutions alike. We are widely recognised as the leading regulatory intelligence provider in the field.

Our services consist of a unique range of alerts, reports, benchmarks and enquiry services that are complemented by our topical conferences and regulatory training offer.

We are also regularly selected to carry out important research and studies for the European Commission and other organisations and we are frequently sought out to chair or make presentations at industry events.



### COURSE TIMINGS

Starting at 9:00 am on the first day, and ending at 1:00 pm on the second day (followed by lunch).

>>> For future course dates, please visit our website: [www.cullen-international.com](http://www.cullen-international.com)

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## Presenters

### Lead trainer

**Philippe Defraigne**, Founding Director at Cullen International, is widely regarded in the industry as a leading thinker on telecommunications in Europe. He is a regular fixture on the conference circuit, frequently speaking at and chairing events in Brussels and beyond.

### Team of trainers

All Cullen International trainers are seasoned regulatory affairs professionals specialised in telecoms regulation. Very few have less than 10 years experience in their field of expertise.

**Veronica Bocarova**, Principal Analyst, follows telecoms regulation in the Scandinavian countries as well as Central, Eastern and South Eastern Europe. Veronica previously worked as a strategy consultant for Ericsson business consulting operations in Stockholm.

**Jan Cisar**, Senior Analyst, follows telecoms regulation in the Czech Republic, Slovakia and Turkey. Before joining Cullen International in 2013, Jan was a regulatory economist at Telefónica Czech Republic.

**Sofia Dilinos**, Senior Analyst, follows EU regulation shaping the digital economy, specialising in privacy and data protection. Before joining Cullen International in 2016, she worked as EU affairs manager at the Interactive Advertising Bureau Europe (IAB Europe) and as a journalist for various media.

**Peter Dunn**, Director of Client Services, is responsible for our portfolio of regulatory intelligence and training services for clients, ensuring that our services meet clients' current and future needs. Before joining Cullen International in 2010, he worked in the UK and continental Europe for Orange and for Colt; and for Digicel Group in the Caribbean.

**Dries Indestege**, Head of Europe Telecoms, leads our research on telecoms regulation in Europe, pulling in contributions from our analysts and correspondents across the continent. Prior to his collaboration with Cullen International, Dries worked at Belgacom / Proximus on local loop unbundling and the company's launch of IPTV.

**Marianna Mattera**, Analyst, follows telecoms regulation at EU level and in Hungary. Before joining Cullen International in 2016, Marianna worked at the European Commission on various topics related to national justice reforms and as project coordinator for a Brussels-based NGO.

**Laurence Nivot**, Senior Analyst, follows telecoms regulation in Lithuania and Spain. She is also lead author of the Consumer Protection Cross-Country Analysis report, covering eight European countries. Laurence joined Cullen International in 2012, after having worked as a journalist for the European Commission's news website.

**Matej Podbevšek**, Principal Analyst, follows telecoms regulation in Latvia, Slovenia and the UK, and is the lead author of the European Telecoms Updates. Before joining Cullen International in 2014, Matej was a senior advisor in the telecommunications department of the Slovenian regulator for communication networks and services (AKOS).

**Martin Schraa**, Principal Analyst, follows telecoms regulation at EU level, covering the European Commission, Parliament, Council and BEREC. He also follows postal and telecoms regulation in the Netherlands. Martin joined Cullen International in 2007 after an internship at the European Telecommunications Network Operators' Association (ETNO).

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### FROM REGULATION TO NO REGULATION AND BACK

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As competition developed in the telecoms sector, the prevailing approach was to remove or relax consumer protection regulation in the expectation that competitive forces would guarantee consumer rights and/or lead to industry self-regulation. However, more recently, the trend is to introduce additional rules to ensure the protection of consumers, reflecting a certain politicisation of telecoms issues, as mobile and internet services have become essential features of everyday life.

### SECTOR-SPECIFIC VS HORIZONTAL REGULATION

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Consumer protection rules exist at two levels: sector-specific rules that target specific problems arising in the telecoms sector; and general horizontal rules that apply to the supply of all products and services. This session will explore the difference in the two sets of rules, review the existence of overlaps between them, and discuss where and to whom the sector-specific rules should apply in the future - in particular, with regard to over the top (OTT) providers.

### SWITCHING

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One of the most important elements underlying an effective competitive market is the ability for consumers to switch supplier quickly and easily, without unnecessary barriers. This session will explore the different rules in place to seek to guarantee easy switching for consumers of telecoms services, including rules on:

- contract commitment
- contract termination
- number portability
- slamming; and
- winback.

### TRANSPARENCY

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Consumers can only make robust choices between competing suppliers and services if they can understand clearly what are the terms and conditions of the service they will be buying. There are numerous rules governing transparency, which aim to ensure that consumers are provided with the information they need to make good choices. These include rules on the features and limitations of internet access services, and how broadband performance is advertised.

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### QUALITY OF SERVICES MEASURES

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Consumers are normally keen to ensure that they receive the best possible quality of service from their telecoms provider. They may also wish to compare the quality of service between providers if they are considering a possible switch of supplier. National regulators have adopted a variety of different approaches to help keep consumers informed, including:

- introducing consumer empowerment tools, such as quality of service apps;
- researching and publishing information directly;
- producing league tables to allow easy comparison between providers; and
- covering a wider scope of quality of service information, including network coverage and speeds.

### DATA PROTECTION AND PRIVACY

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The EU General Data Protection Regulation (GDPR), which will replace the current general data protection rules, will enter into application in May 2018. This session will look at the most recent developments regarding the implementation of the GDPR. In addition, the session will discuss the ongoing review of the EU e-Privacy framework, which will complement the GDPR with specific privacy rules for the electronic communications sector (including OTTs).

### IDENTIFICATION

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For subscribers on prepaid contracts, mobile operators adopt different commercial practices in choosing whether or not to register their users' personal details. However, heightened security concerns have given rise to demands for all mobile users to be identified and registered, including users of mobile prepaid cards. This session reviews:

- which countries require mobile operators to register the personal details (identity) of their prepaid end users;
- how this information has to be registered;
- whether there is a prescribed verification process; and
- whether there has been a deadline for operators to register all existing prepaid users.

### UNIVERSAL SERVICE OBLIGATIONS

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The definition of universal service obligations in telecoms has remained unchanged since 2003. In practice, however, many countries have deregulated obsolete elements of the USO, for example to remove or relax requirements to provide public payphones. This session looks at:

- the current EU proposals to reform the USO;
- whether broadband access should be included in the USO and, if so, how (including how some EU countries are approaching this issue); and
- what the future is for the USO, including on funding.

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## NET NEUTRALITY

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The Telecoms Single Market (TSM) Regulation imposed net neutrality in the EU from April 2016. This session covers:

- the current net neutrality rules;
- national cases and the role of regulators;
- zero rating, including national cases which seek to prohibit zero rating; and
- the BEREC guidelines implementing the TSM Regulation.

## ROAMING

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The price of international mobile roaming has been regulated inside the EU since 2007. In 2015, the TSM Regulation required all roaming surcharges to be abolished by June 2017. This

session looks at:

- the previous approach based on price caps;
- transparency measures to prevent bill shock;
- the failed attempt to encourage competition via so-called decoupling; and
- the impact and practical implementation of the roam like at home measures introduced by the TSM.

## ENFORCEMENT

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To have validity and effect, any rule needs to be enforced and for some kind of authority or organisation to apply the rules. European countries have adopted different approaches, with some countries choosing the sector-specific national regulator as the enforcement body, while others rely on a horizontal specialist consumer protection authority. Effective enforcement also requires market players to be given the right incentives to comply. This session reviews the different European approach to enforcement, reviewing recent high profile cases in terms of range of problems investigated and the penalties applied.

>>> For future course dates, please visit our website: [www.cullen-international.com](http://www.cullen-international.com)

## The venue

The training course will be held in Brussels, Belgium, usually in a 4-star hotel near the EU district and/or the city centre. Delegates at the training benefit from special accommodation prices at the course venue when booking in advance. A hotel booking form will be sent to you together with the confirmation of your registration at the training course.

## For more information

On the programme, contact Matej Podbevšek

Tel +32 476 540 381

matej.podbevsek@cullen-international.com

On registration procedure and any other information, contact Sarah Vergote

Tel +32 2 73 87 203

sarah.vergote@cullen-international.com

## How to register?

Please register by filling in the respective registration form on our website:

[www.cullen-international.com](http://www.cullen-international.com)

## Fees

Fee (VAT excluded\*) per delegate

<b>Early bird fee</b> (up until 2 months before the training date)	€ 1,260
<b>Standard fee</b>	€ 1,400

10% discount for multiple registrations from the same organisation.

The fees include the documentation materials, the refreshments, lunches on the two days and dinner on the first evening. They do not include accommodation.

\* No VAT chargeable on bookings by participants from the European Union who are subject to VAT in their country or by non-EU participants. Belgian VAT (21%) is chargeable on bookings by European participants who are not subject to VAT.

Upon receiving your registration, we will send you an invoice to be paid within one month and in all cases before the event. Payment can be made by bank transfer, by credit card, or via Paypal. In the absence of payment by the due date, Cullen International reserves the right to reallocate places.

### TRAININGS AND CONFERENCES GENERAL TERMS AND CONDITIONS

#### A. Limited number of delegates

To ensure a high quality training/conference experience, the number of participants in the training/conference programme will be limited. Cullen International reserves the right to refuse registrations once the maximum number of participants is reached.

#### B. Cancellations / substitutions

Cancellations must be made in writing. Full refunds will be paid only if cancellations are received by Cullen International 14 days before the start of the training/conference course.

For trainings, in case of cancellations within 14 days before the start of the training course, a refund will also take place but an amount of 300€ will be charged for administrative costs.

If the delegate registers to a subsequent training course that takes places within one year from the date of the training for which the registration was cancelled, the amount of 300€ will be deducted from the cost of that subsequent training course.

Delegate substitutions can be made at any time. They must be communicated to Cullen International before the start of the course.

#### C. Non-attendance

In the event of non-attendance, full training/conference fees will remain payable and no refunds will be paid.

#### D. Changes to programme, venue or date

Cullen International reserves the right to make changes to the programme, the venue and the presenters. Cullen International also reserves the right to cancel or reschedule the training/conference if there are insufficient participants. Delegates will be notified in good time and will be entitled to a refund of the fee if the training/conference is cancelled or is changed to a date which is not convenient for the delegate.

#### E. Invoicing and Payment conditions

Registrations will only be effective after payment receipt and payment must be done before the event takes place. Cullen International reserves the right to refuse attendance of a participant whose invoice has not been paid prior to the event.

Cullen International also reserves the right to refuse registrations to members of organisations who had registered participants to previous events and not paid their invoices.

The delegate shall provide, while registering to attend an event, all requested information necessary for the issue of the invoices. All invoices are payable in total, for the amount invoiced including the taxes stated on each invoice (VAT). No withholding for tax or administrative reasons will be accepted.

#### F. Data protection

Your personal data will be used for the purpose of organising the training or conference. Cullen International will also subsequently use such data to inform you of its future training programmes and other activities or services, unless you opt out by sending us an email. Your personal data will not be communicated to any third parties.

#### G. Confidentiality and Copyright

All Cullen International training/conference material is subject to normal copyright conditions. Any copy is subject to prior written authorisation from Cullen International. The training/conference material is for the delegate's own use and may not be disclosed to any third party. It shall be treated with a high level of confidentiality, in the same way as the delegate protects its own confidential information.

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