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# Consumer Code of Practice

Emirates Integrated Telecommunications Company, PJSC (**du**)

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## 1 The purpose of this Code of Practice

du, the new telecommunications service provider in the United Arab Emirates, launched its services in February 2007, offering customers fixed line services, mobile services as well as internet and pay TV services.

This Code has been developed to help you understand the relationship you have with du and guide you on your rights and obligations on subscribing to a service. It will enable you to:

- understand and access the details of your services;
- understand what you can expect from du after you have made a purchase or subscribed to a service;
- what to do when you need to make a complaint and
- find out how to contact du.

This Code of Practice has been approved by the Telecommunications Regulatory Authority (“TRA”). You can access this Code of Practice from the du website at [www.du.ae](http://www.du.ae), or by requesting a copy to be posted, faxed or emailed to you.

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## 2 How to contact du

### Consumers

If you are a Consumer, you can either visit any of the du shops across the UAE, or contact du Customer Care representatives 24 hours, 7 days a week, 365 days a year, to receive general, billing and technical support in Arabic, English, Hindi and Urdu for du mobile lines and for du home services in Arabic and English.

For mobile enquiries, you can contact du on:

Call: 155 direct from your du mobile, or +971 55 5678 155 from any other phone.  
Email: [customer.care@du.ae](mailto:customer.care@du.ae).  
Fax: + 971 4 365 6555.

For home enquiries, you can contact du on:

Call: + 971 4 390 5555 / 369 9955 from any other phone.  
Email: [customer.care@du.ae](mailto:customer.care@du.ae).  
Fax: + 971 4 390 5554.

For Call Select enquiries, you can contact du on:

Call: 800 155 from any phone.  
Email: [customer.care@du.ae](mailto:customer.care@du.ae)

### Business customers

Business customers can either visit our dedicated du Centres in Dubai and Abu Dhabi or contact du Customer Care for general, billing and technical support in Arabic and English. They are available to assist you from 8:00 am to 12:00 am, 6 days a week (Saturday – Thursday).

For mobile enquiries, you can contact du on:

Call: 188 direct from your du mobile phone or + 971 55 5678 188 from any other phone.

For other service enquiries, you can contact du on:

Call: + 971 4 369 9988 from any other phone.

Fax: + 971 4 391 8867.

Email: [SME.Support@du.ae](mailto:SME.Support@du.ae) (for Small and Medium businesses).

[MajorAccounts.Business@du.ae](mailto:MajorAccounts.Business@du.ae) (for Large businesses).

[care.business@du.ae](mailto:care.business@du.ae) (for business Customer Care).

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### 3 Prices, terms and conditions of service

- You can find all du's price and Tariff Guides on the du website [www.du.ae](http://www.du.ae).
- You can also obtain up to date prices and information about du's products and services by calling du Customer Care from any phone 24 hours, 7 days a week.
- du aims to offer high-quality services to its customers and takes steps to minimise interruptions to your services. However, du cannot guarantee the services will be available in all areas and at all times, as the interruptions sometimes happen due to circumstances that are outside du's control.
- You can find du's terms and conditions on the du website at [www.du.ae](http://www.du.ae).
- du's prices and terms and conditions have been approved by the TRA.
- du is also bound by the Quality of Service policy outlined by the TRA. You can read this policy at [www.tra.ae](http://www.tra.ae).

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### 4 Privacy of customer information

- du wants to provide you with personalised telecommunications and information services and so will need to collect relevant personal information about you . The personal information you provide to du may include your name, address, telephone number, information on how you use our products and services and personal references. du will not collect personal information that is not essential or related to the services you have ordered.
- du will use your personal information only for the following purposes:
  - processing your orders;
  - carrying out credit assessments;
  - providing you with the services you have requested;
  - providing you with information about du products, special offers or promotions & other related information;
  - billing you or administering your account;
  - dealing with customer related enquiries;
  - carrying out any activity in connection with a legal, governmental or regulatory requirement on du in accordance with UAE Federal Laws;
  - gathering statistical information and market and product analysis to improve services.

- du will not use your information for purposes other than those described above, unless du has obtained your written consent, or to comply with the orders of UAE Law Enforcement Agencies.
- unless du has obtained your written consent, du will not provide your personal information to third parties for any marketing purposes.
- du will obtain your consent before sharing your personal information with its affiliates or third parties that are not directly connected with providing services to you, unless du has contracted with them to keep the information confidential, or they are subject to obligations to protect your personal information.
- du will not publish your personal information on any public telecommunications directories and databases without your prior consent. You can contact du Customer Care to change or remove your personal information from any such database if you wish.

du is required to comply with the TRA Privacy of Consumer Information policy, which can be found at [www.tra.ae](http://www.tra.ae).

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## 5 Billing method and cycle

- Each month du will send your Monthly Plan bills in the language that you have chosen, to the billing address (mail/email/SMS) you have provided. Your bill will include a break-down of all your charges.
  - You are responsible for settling your bill every month. There are several payment options available to you, ranging from the ability to pay via M-Payments or credit / debit cards. You can find these in the user guide for each service, on your bill if you have a Monthly Plan with du, or on the website at [www.du.ae/en/athome/customer-care/billing-and-payments](http://www.du.ae/en/athome/customer-care/billing-and-payments).
  - You can also pay for some of du's services or third party services by way of SMS.
  - du will follow your instructions in your Mobile Payments form when you authorize du to debit amounts from your bank card, debit card or credit card. You can specify a card and the amount (for pre-paid services only), and du will debit your account accordingly.
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## 6 Denial of services

- du will carry out maintenance to its network from time to time to prevent/rectify breakdowns that cause interruptions to the service. du will take reasonable measures to ensure that the disruption to the network is kept at a minimum.
  - Services to access content on the mobile, internet or TV, including broadcast content may be denied for legal or regulatory reasons.
  - du may disconnect the line in case of misuse as defined in offers' Terms & Conditions.
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## 7 Cancellation of services

- You can cancel your services by contacting Customer Care in accordance with the user guide. However, all services must be taken for the minimum contract term specified on the subscription form or as specified in the product specific terms and conditions, which can be found at [www.du.ae/en/terms-and-conditions](http://www.du.ae/en/terms-and-conditions).

- If you cancel any services before the end of your minimum contract term, you will be required to pay for the services until the end of the minimum term. du will not refund any charges paid in advance for the minimum contract term.
- If you cancel all your services with du, du will close your account and all outstanding charges payable become immediately due.
- After cancelling your services, it is up to you to cancel any payment arrangements which have been set up with third parties such as your bank.
- If you request for a refund of deposit, we will refund all money, after deducting any money owed to du....

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## 8 Suspension and restoration of services by du

- If you do not pay all of the charges by the due date shown on your bill, du may suspend any or all of your services and may charge you a late payment fee. If your account has been suspended, you can visit or contact du's sales office or Customer Care to pay the outstanding amount and resume your services. During this time you can still contact Customer Care and emergency services.
- After 55 days of suspension following non-payment, all of your services will be disconnected.
- After suspension and before disconnection, your account will be reconnected within 24 hours once you have paid all outstanding amounts. You may be charged a reconnection charge of AED 50.
- After 55 days have passed and your services have been disconnected, you will need to re-apply for your services at our sales office and pay your outstanding balance plus all applicable activation fees and deposits, before service is reconnected.
- If you fail to pay your due charges, du may instruct a debt-collection agency to collect the overdue payment, together with any late payment or administration charge applicable (levied by du or the debt-collection agency).
- du may also suspend or disconnect one or more of your services without notice in the event that:
  - du suspects that you are not complying with the terms and conditions related to the specific product for which you have signed an agreement with du;
  - du suspects that unusual or fraudulent activity is occurring on the account;
  - du is required to do so by any government, regulatory organization, emergency service, or other competent authority, or
  - if you become bankrupt.
- If du suspends or disconnects your services, you are still liable for all charges applicable during the period of the suspension. Any deposits received from you in connection with provision of services may be adjusted against outstanding charges.

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## 9 Subscriber contract

- Your subscriber contract with du consists of the subscription form you sign for any du services and the terms and conditions you accept when you order the services.
- By signing the subscription form you make an agreement with du that these terms and conditions will govern your relationship with du. Specific terms and conditions will apply to the service you have ordered. All specific terms and conditions can be found in the subscription form or in the service brochures. You can also find these at [www.du.ae/en/terms-and-conditions](http://www.du.ae/en/terms-and-conditions).
- du will supply you with the services you have ordered as shown on your application form. You can find details of your services in the service brochures or in the user guide.
- If you want to add to or cancel one of your services, you can contact du through one of the methods available to you in the user guide.
- du may make changes to the services, prices and terms and conditions. du will give you 28 days notice if it is making a change to its prices, and 14 days notice if the change is non-price related. du will consider your continued use of the services as acceptance of these changes. If you do not wish to accept the changes, you must contact du within 7 days to cancel your services.

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## 10 Handling of complaints

- You can lodge a complaint by calling du Customer Care, or by writing to du Customer Care.
- du will acknowledge your complaint and you will be advised within 5 days of a reference number that you can use to identify the progress of your complaint.
- du will process and conclude your complaint within 30 business days, but will notify you if processing your complaint will take longer than that. After that du will write to you to notify you of the outcome of your complaint and offer you any remedies applicable.
- du will keep a record of your complaint for a minimum of 3 years after your complaint has been dealt with.
- du will endeavour to manage your expectations reasonably and realistically. This involves the careful examination of each complaint made by you and a resolution that du can offer you on that basis.
- If you are not happy with the outcome and resolution du has offered you at the end of handling your complaint, you can apply to have your complaint handled by the TRA within 3 months of the last handling date by du.

du is required to report to the TRA in accordance with the TRA Consumer Complaint and Dispute Procedure, which can be found at [www.tra.ae](http://www.tra.ae).

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## 11 Options for directory listing information

- du will offer you the option of putting your numbers into a telephone directory and making it available from our Directory Enquiries Service. du will only list your number with your consent.

- For general enquiries regarding your directory listing or to change or remove your personal details from du's Directory Enquiries Service, you can contact du Customer Care.
  - You can call **199** from your du mobile or Fixed Line for any directory enquiries.
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## 12 Subscriber refunds and deposits

- When you order a service, du will inform you if you are required to pay du a refundable deposit for that service.
- du will only use any deposits held against payment of your account if you have failed to pay an amount which is due and du has suspended your account, or if you have failed to return equipment, which du has made available to you in connection with a service, once a service has been cancelled, suspended or disconnected.
- If you choose to cancel your services before the expiry of the minimum term of your contract, du will not refund any fees or deposits paid in advance. Any fees not paid up to the end of the minimum term will be charged to your account.