
SIC OPENED INVESTIGATION AGAINST PARTNERS TELECOM COLOMBIA FOR MISLEADING ADVERTISING

The Directorate of Users of Telecommunications Services of the Superintendence of Industry and Commerce (SIC), initiated an **administrative investigation** against PARTNERS TELECOM COLOMBIA, better known as WOM, for advertising strategies shared in national newspapers under the name "CLAVOSTAR", that refers to a non-existent operator and services that could generate an **error or mislead the consumers**.

PARTNERS TELECOM
COLOMBIA



WOM responded that from the very beginning this fictitious operator has been perceived as such by consumers and that the aforementioned strategy is one that, through satire, **highlights the historical bad telecommunications practices** in the country.

PREVEN-SIC: THE PREVENTIVE SURVEILLANCE MODEL FOR THE PROTECTION OF TELECOMMUNICATION USERS

PrevenSIC promotes innovative, legal, and self-regulatory strategies to monitor operators in the telecommunications, postal, subscription television services, and community television sectors. Its core is the users, so it constantly impacts and understands their behavior and consumption needs through data analytics and consumer psychology.

It seeks to encourage dialogue, pedagogy, strategic control, regulatory compliance, alternative mechanisms for conflict resolution,



and solution at the first contact, following the needs of the current market.

Being a tool that seeks to lead actions in favor of the consumers, PrevenSIC is currently working on open data strategies, straightforward language, and participation in implementing regulatory Sanboxes in the industry to make informed consumption decisions.

PREVENSIC

- » Prevention
- » Self-regulation
- » Open Data
- » straightforward language
- » Sandbox

CONSUMER HOUSES OF SIC ENCOURAGE THEIR SERVICE OF “DIRECT SETTLEMENT” IN ORDER TO SOLVE CONFLICTS BETWEEN CONSUMERS AND COMPANIES

The Consumer Houses of the Superintendence of Industry and Commerce (SIC), alongside of the Local and Municipal Mayorships, are physical spaces that **gather national and local authorities of the National Network of Consumer Protection**.

Their Objective is to guide consumers and support local administrations in the correct exercise of their enforcement functions regarding consumer protection. Through this houses, users can access a free service of “**Direct Settlement**” when possible breaches may be occurring regarding guarantees, misleading advertising, damage to goods due to the provision of a service, among others.



THE SIC LED THE ICPEN CAMPAIGN OF FRAUD PREVENTION ON ENVIRONMENTAL ISSUES

The Deputy Superintendence for Consumer Protection of the Superintendence of Industry and Commerce (SIC) led the “ICPEN’S 2021 Fraud Prevention Month Campaign”, published on March 15 (World Consumer Rights Day). This is an initiative aimed at consumers and entrepreneurs, under the hashtag #ConsumidorQueSabe, with the purpose of educate them about the risks of environmental claims in advertisements used by various companies. However, it is important to remember that this campaign has not the intention of discouraging the consumers from purchasing truly eco-friendly goods and services.

It also sought to make companies aware of their responsibility when advertising with environmental claims, avoiding misleading consumers or inducing them to make erroneous decisions that threaten their freedom of choice.



COLOMBIA AND UNITED STATES ORGANIZED THE WEBINAR: "INVESTIGATIONS AND SURVEILLANCE IN THE MARKET IN A VIRTUAL WORLD"



This Seminar was conducted by the Federal Trade Commission (FTC) of the United States and the Superintendence of Industry and Commerce (SIC) of Colombia as Co-Chairs of the Compliance Working Group of the International Consumer Protection and Enforcement Network (ICPEN).

The Seminar had 65 attendees from 16 different countries (Barbados, Canada, Chile, Israel, Lithuania, the Philippines, Morocco, Panama and Ireland, among others). The speaker agencies shared their experiences in conducting research and market surveillance in the new era of virtuality and the challenges encountered in terms of lack of knowledge and technological tools.