

03 July 2023
Ref: LAD 0723 001

Dear Fehmi,

Take-down Notice

The Authority writes in reference to stc Bahrain's recent advertisement titled "the best value stc Business Voice Plans" in which it claims to have "the only secure network" ("the Advertisement"). The Authority has reasonable grounds to determine that the Advertisement is factually inaccurate and therefore puts stc Bahrain in breach of the Consumer Protection Regulation (the "Regulation"), and specifically Article 6.

stc is hereby notified that it is required to take down the Advertisement within one (1) working day from the date of this notice.

Date of publication 26 June 2023

Advertising method Social media¹

Applicable Legal Instrument(s) Article 6 of the Consumer Protection Regulation.

Reasoning stc Bahrain seeks to portray itself as the *only* secure network. Such a claim is inaccurate, and is considered factually incorrect.

TRA generally considers superlative claims (superiority claims) to be objective and in the absence of a specific parameter upon which the leading claim is based, the average consumer is likely to be misled into believing that stc Bahrain (in this case) is the only secure network in Bahrain. Therefore, TRA believes that if stc Bahrain wishes to employ superlative claims, it must ensure that reference is made to (and made clear in the advertisement) the certain parameters it is making the claim against, to justify its claims.

stc Bahrain in this instance, has made the claim that it is the "only" secure network without making any reference to the parameter(s) it is making its claim against. Therefore, the Authority finds that the Advertisement is in breach of Article 6(1)(a) of the Regulation as it is inaccurate and is likely to mislead a significant portion of consumers.

¹ Refer to screenshot in Annex 1.

Direction

For the reasons set out above, the Authority requires stc Bahrain to take down the Advertisement within one (1) working day from the date of this notice.

stc Bahrain is forewarned that should it fail to comply with the directions set out in this notice, the Authority will take swift enforcement action to ensure compliance.

Yours sincerely,

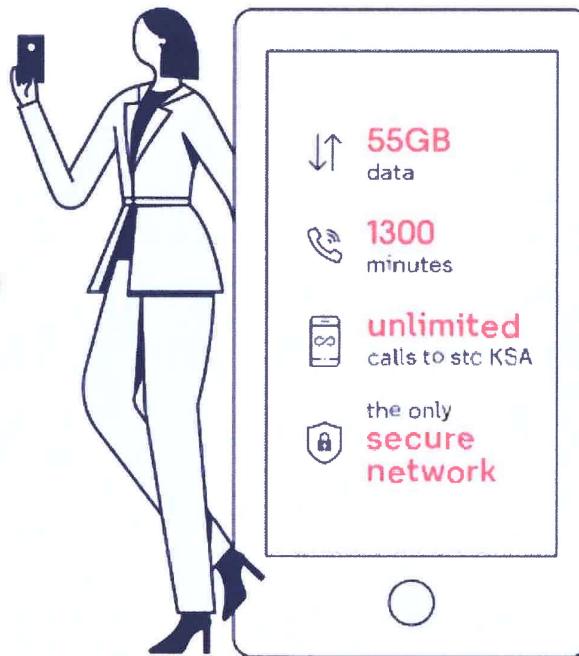


Jean Pierre Scerri
General Counsel

Annex 1

the best value stc Business Voice Plans

starting from
BD 7.7
per month*



*Prices are exclusive of VAT
for amount restrictions apply