

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Ruan Coetsee
Advertiser	Telkom SA SOC Limited
Consumer/Competitor	Consumer
File reference	Telkom – Ruan Coetsee
Outcome	Undertaking
Date	5 June 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Ruan Coetsee against Telkom’s website advertising.

Description of the advertising

The material in question advises consumers about the availability of ADSL in their area.

Complaint

In essence, the Complainant submits that the website showed that there was ADSL available in his area, whereas in fact cables have been stolen and not replaced, making the service unavailable.

Response

The Advertiser submitted that the maps will be updated with the correct information and the Telkom Customer Care team will contact the customer in relation to the other service related concerns raised.

Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Misleading claims – Clause 4.2.1 of Section II

Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the advertiser has undertaken to amend its advertising in a manner that appears to address the complaint at hand.

The ARB Directorate is satisfied that the amendment by the advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.