

ensure that no further marketing communications are sent as a result of information about those consumer being re-obtained through a third party. If they want to reduce all unsolicited contact, consumers should register their names and contact details on all relevant suppression files.

10. Consumers who have asked for personal information about them to be suppressed may be contacted if they ask to be reinstated.
11. Advertisers are permitted to use published information that is generally available provided the consumer concerned is not listed on a relevant suppression file.
12. Any proposed transfer of a database to a country outside Malaysia should be made only if that country ensures an adequate level of protection for the rights and freedom of consumers in relation to the processing of personal information or if contractual arrangements are in place to provide that protection.

#### **PART 13 – Employment and Instructional Classes**

1. Where degrees and qualifications are offered, the recognition of which is doubtful, attention should be drawn to the advisability of verifying it with the relevant Ministry. As for the recognised degrees, the value should not be misrepresented.
2. Advertisement for situations vacant should correspond to genuine vacancies, the existence of which should be fully substantiated, and should not require those interested to send money for further details (Particular attention is drawn to Private Employment Agencies Act 1981). However, this does not prevent the offer for sale of directories of opportunities and the like, provided that the advertisement is clear as to the nature of what is offered.
3. Advertisements offering vocational training or other instructional courses should make no unconditional promises of future employment (whether by the advertiser or anyone else) or future remuneration for those taking the course and should, as appropriate, make clear the level of prior attainment needed to be able to derive benefit from the course and the length of the course. (In connection with the length of the course, particular care should be taken not to mislead by running together discrete periods of study so as to suggest earlier attainment of competence than is probable).

#### **PART 14 – Property Advertising**

1. Advertisements for real estate/property, whether for sale or for rent, should not mislead or exaggerate on such matters as:
  - (i) The land itself and any buildings erected or to be erected thereon;
  - (ii) The physical nature – including furnishings and amenities – and appearance of buildings and flats, and their surroundings;

- (iii) The legal title and formalities;
  - (iv) Rights and easements of any kind;
  - (v) Planning, building and sanitary requirements;
  - (vi) Taxes, rates and other imposts; and
  - (vii) The prices, terms of payment and loan facilities;
2. Particular care is called for in the case of advertisements for real property located abroad. Advertising material containing detailed description of such property should include comprehensive and accurate information as stated above.

## **PART 15 - Advertising for Audiotext Services**

### **Introduction: What are Audiotext Services**

Audiotext services are interactive telecommunications services offered via a telephone service. Typically, the services use a prefix 600 number in which customers are charged a premium over and above the normal connection charges. Such service providers offer, among other things, information, ring tone downloads and friendship services or chatlines.

### **General Rules on Advertising for Audiotext Services**

1. Rules governing the advertising of such services have been drawn up principally in the best interest of users generally.
2. Advertisements for chat and similar interactive services must be clear and unambiguous that such services are available.
3. Advertisers should clearly indicate to system users whether or not their services are free of charge, and should not charge users unless such warnings have been provided beforehand. Advertisements should indicate the cost of the services.
4. Where an advertisement does not specifically mention the availability of chat, that service must not be made available on the 600 number. That is, a service provider offering ring-tone downloads must not also make available a chat service as an option when customers call the advertised 600 number.
5. Advertisements for chatline and related services must include the company's name and office number.
6. Chatline advertisements should always include:
  - (i) The legal age limit for callers