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A leading telecom firm in the Kingdom is accused of violating the privacy of customers as it is allegedly offering ringback tone advertisements replacing standard acoustic signal.

Many customers have urged the telecom regulator in the Kingdom to look into this violation of norms.

The customers claim that the firm is invading their private space and that also “without their consent”.

Speaking to Tribune, a customer who doesn't want to be named, said he is totally frustrated with this violation.

“I am paying the company for offering me this service and

how can they sell my private space.

“People who give me a ring get frustrated after listening to Tamil or Hindi songs.

“Moreover, many even disconnected calls thinking they have dialled a wrong number.”

# Plea to regulator over telecom firm's 'ringback tone services'

Customers claim telecom firm invading their private space “without consent”

“I am paying the company for offering me this service and how can they sell my private space.”

CUSTOMER

The customer said he is not against the ringback tone service advertisements but it should be offered only after obtaining his consent.

Echoing a similar view, another customer said the regulator should also probe into

breach of privacy rules.

“I am an Indian national who hails from the state of Tamil Nadu. And they are offering options to set Tamil songs as ringback tones to those who call me.

“This means they have

probed into my identity without my consent, which is nothing but identity theft.”

Tribune views that telecom firms collecting personal data don't have a right over it and they should be obtained only with the customers' consent.

## Tamkeen's highest quality services highlighted



Dr Shaikh Abdullah puts up the Golden Award at Tamkeen's Customer Service Centre in Seef Mall.

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The Labour Fund 'Tamkeen's Customer Service Centre in Seef Mall has recently been awarded with the Golden Trophy amongst eight other centres in the second edition of "Taqeem" programme led by the Government Service Centre Evaluation Committee.

Representatives of the Evaluation Committee Taqeeem led by Dr Shaikh Abdullah bin Ahmed Al Khalifa, the Undersecretary of International Affairs at the Ministry of Foreign Affairs and the Chairman of Derasat, alongside the Vice Chairman of Taqeeem visited Tamkeen's Customer Service Centre in Seef Mall to put up the Golden Award, demonstrating the organisation's excellence in pro-

viding the best customer service in accordance with the highest quality standards, in terms of speed and efficiency.

On this occasion, Dr Ebrahim Mohammed Janahi, the Chief Executive of Tamkeen, expressed his gratitude and appreciation for being recognised by HRH Prince Salman bin Hamad Al Khalifa, the Crown Prince, Deputy Supreme Commander, and First Deputy Prime Minister.

The Government Service Centre Evaluation Committee was established as part of HRH's ongoing efforts to improve the quality of government services and increase customer satisfaction through streamlining services, enhancing the Human Resources and ICT departments, which in turn will encourage

transparency, competitiveness, and creativity.

Dr Janahi added stating: “At Tamkeen, we ensure the implementation of our strategy pillars, which includes improving the quality of our services at all levels in order to achieve more diversity, acceleration, and sustainability, as our strategy entails.

“As such, this requires us to double our efforts to achieve the highest performance standards by activating advanced measurement tools, be open to best practices, and measure customer satisfaction, along with continuous training for our employees to enhance their performance and position them as distinguished role models in the field of customer service.”

The evaluation of the government service centres is based

on five main criterion: Ease of accessibility to the centres, excellence in services offered, compatibility of the centres' environment, smooth management of clients and focusing on the effectiveness of the administrative processes applied by the centres, including processing customer feedback.

The award comes as apart of Tamkeen's continuous efforts to improve their customer service and upgrade their experience in accordance with the highest internationally approved standards through training Tamkeen's employees and have them qualified to be experienced and efficient customer service consultants.

Tamkeen is also keen on developing the centre's facilities and improving its services by increasing the centre's capaci-

ty, in addition to increasing the number of customer service operators and platforms, and not to mention increasing the number of self-service platforms, adding micro-meeting rooms to accommodate customers.

The centre is also equipped to serve special needs customers through its “Priority Track” dedicated to disabled individuals, pregnant women, elderly and those that require speed and attention.

Tamkeen's Customer Service Centre has been awarded twice within the Gold Category in the first edition of this programme held last year – the two Tamkeen Customer Service centres were Seef Mall and the Bahrain Chamber of Commerce and Industry.

## Prosecutors deny newspaper claims

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The Public Prosecution has denied a report in an Arabic daily, which said a man was held for burning the Israeli flag.

Chief Prosecutor Hamad Shaheen said in a statement publicised by the Prosecution yesterday that “the Public Prosecution did not bring any accused to the criminal trial for demonstrating over foreign political reasons”.

Denying what the newspaper published last Friday, Mr Shaheen said the Prosecution's database showed that the defendant, along with others, was involved in an illegal gathering and arson case.

“The record of this incident did not include any indication of the burning of the flag of a country, as it became clear that the description of the accusation against the defendants by the Public Prosecution had nothing to do with the published news,” Mr Shaheen clarified.

The Chief Prosecutor added: “One of the two defendants claimed in his statements in the police report that the participants with him in the incident burned the flag of a state while committing the crime, in addition to blocking the road.

“This was repeated when he was interrogated. However, it was not proven by the testimony of witnesses heard by the Public Prosecution.

“The accused appeared before the court, but he denied this particular accusation.”

## Supporting young heroes



Smile Initiative, an initiative of Bahrain Future Society for Youth which provides psychosocial support to children with cancer and their parents in the Kingdom of Bahrain has held a ceremony to celebrate the power of will of 13 children who successfully defeated cancer. The initiative is being supported by BRAVE Organisation's KHK HEROES Initiative, which is presided by HH Shaikh Khalid bin Hamad Al Khalifa, Deputy President of the Supreme Council for Youth and Sports and President of Bahrain Olympic Committee. The ceremony witnessed the attendance of huge number of Smile initiative members, their parents and volunteers as well as officials from BRAVE Organisation, including COO Valeria Lang and MMA Champion Eldar Eldarov. The latter delivered a speech during the event, praising the strong determination and patience of the children who overcame the disease, describing them as real champions. From her side, Ms Lang hailed those children, expressing her pride towards what they have achieved. And she pledged to provide further support to them. Meanwhile, Bahrain Future Society for Youth President Subah Al Zayani expressed his thanks and appreciation to HH Shaikh Khalid bin Hamad Al Khalifa for his initiative to support the children who have been cured from the disease or still fighting to defeat it.