

ORDER OF THE REGULATOR NO. 2018/T43

SUPER 7 PROMOTION–UNLIMITED DATA PROMOTION

Bluesky's *Super 7 Promotion-Unlimited Data* promotion is misleading and deceptive or likely to mislead and deceive.

As a result of Bluesky's failure to abide by the Regulator's letter dated 7 March 2018, which specified conditions of approval for Bluesky's *Super 7 Promotion–Unlimited Data* promotion application, the Regulator makes the following Order:

ORDER:

Bluesky must immediately remove all advertisements and cease and desist all promotions related to its *Super 7 Promotion-Unlimited Data* promotion until approval conditions set out by the Regulator are applied and followed as instructed in the Regulator's letter dated 7 March 2018.

The *Super 7 Promotion-Unlimited Data* promotion must:

- 1) Remove "unlimited data" and change to exact amount of data that a reasonable person would expect to receive; and
- 2) All promotional advertisements must clearly indicate (written in detail) the terms and conditions of the promotion. Just stating "terms and conditions apply" is not sufficient.

This Order becomes effective on the 8 March 2018.



Lefaoali'i Unutoa Auelua Fonoti
REGULATOR

Date of Order: 8 March 2018