



## MEDIA STATEMENT

2 September 2020

Sure has today received notification of the decision issued by the Office of the Data Protection Authority (ODPA) in relation to last year's telephone directory. Sure comments as follows:

“We’d like to again apologise to any customer who was affected by the errors in last year’s telephone directory. We have cooperated fully with the ODPA throughout its investigation and shall now take time to consider its decision.

“However, we are disappointed and surprised by the ODPA’s ruling which follows on from what, in our view, was a flawed and unfair investigation process. This included a lack of full disclosure about the specific matters of concern to the ODPA, which in turn made it difficult for us to participate meaningfully with the process.

“From our initial review of the ruling we disagree profoundly with the findings of the ODPA’s investigation, some of which were not put to us during the investigation and some of which are in our opinion factually incorrect. As such, we are now considering the ruling in detail before we formally respond.

“As part of our programme of continuous improvements we have made changes to how we compile and produce the directory going forward, based on feedback we received last year, to prioritise the accuracy of customer data and customer satisfaction. We note that these positive steps are recognised and welcomed by the ODPA in their media statement.

“These changes included giving all our customers the opportunity to check their entries before the directory is printed to ensure their details are correctly captured. We have also reviewed the directory layout and will be increasing the font size to make the entries easier to read.

“We understand that the directory plays a necessary role in keeping the island community connected which is why we’ve chosen to feature an historic image on the 2020/2021 cover to commemorate the 75<sup>th</sup> anniversary of the Bailiwick’s liberation which we are looking forward to sharing with the community soon.

“Due to the impact of the global pandemic, there has been a delay to the compilation of the 2020/21 directory which is expected to be available to islanders in November 2020.”

ENDS

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Notes to editors:

### **About Sure**

[www.sure.com](http://www.sure.com)

Twitter: <https://twitter.com/SureGuernsey?lang=en>

Facebook: <https://www.facebook.com/SureGsy/>

LinkedIn: <https://www.linkedin.com/company/sure-international>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV.

The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure's approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Customer experience is at the heart of Sure's approach and the company was found to have the most satisfied customers in the Channel Islands in a 2018 study carried out by the independent regulator in the islands. In the Isle of Man, Sure was rated the best overall network (Source: a Sure-commissioned independent study carried out by Systemics group, 2017).

Sure is a member of the Batelco Group, a leading telecommunications provider to 14 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.