

PUBLIC CONSULTATION

DRAFT GENERAL CONSUMER PRACTICE SUBCODE ON OPT-IN REQUIREMENTS FOR THE COMMUNICATIONS AND MULTIMEDIA INDUSTRY MALAYSIA

The objective of the public consultation is to gain public opinion on the Draft Subcode, which outlines the Opt-In requirements for four key areas:

- ▶ **Auto-Migration**
- ▶ **Call/Data Roaming**
- ▶ **Direct Carrier Billing**
- ▶ **Device Care Plan**

The Communications and Multimedia Consumer Forum of Malaysia (CFM) invites all members of the public, service providers, and relevant stakeholders to provide their feedback. Submissions must be made by:

5.00 p.m., 28 February 2025 (Friday)



CFM seeks public feedback on the Draft General Consumer Practice Sub-Code on Opt-In Requirements for the Communications and Multimedia Industry Malaysia to strengthen consumer protection for mobile services in Malaysia.

The Draft Sub-Code is designed to establish clear and consumer-friendly guidelines for service providers in essential areas such as auto-migration, roaming, direct carrier billing, and de-vice care to ensure that consumers have full control over their mobile service subscriptions through informed, voluntary, and transparent opt-in processes.

CFM encourages all stakeholders, including consumers and industry players, to participate in the public consultation and share their feedback on the draft Code at <https://cfm.my/public-consultation/> by **5.00 PM, 28 February 2025 (Friday)**.

For more information or to submit your feedback, please visit www.cfm.my.