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Information & Communications Technology Authority

Our ref: ICTA/160/161-09

29 May 2012

Mr. Anthony Ritch
General Manager
LIME/Cable and Wireless (Cayman Islands) Limited
P.O. Box 293
Grand Cayman KY1-1104
CAYMAN ISLANDS

Dear Mr. Ritch,

Re: Application to increase C&W residential line rental rate

Please respond to the following questions concerning LIME's 24 May 2012 request for the Authority's approval to increase its residential line rental rates by \$1 per month. When responding, please repeat the entire question above the corresponding response to that question.

Q1. At the bottom of each of the two pages of LIME's 24 May 2012 letter, the word "CONFIDENTIAL" is printed in red. Considering that the *ICTA (Confidentiality) Regulations, 2003* require, among other things, that claims of confidentiality be supported at the time of filing by reasons for the claim along with detailed explanation of any specific direct harm from disclosure as well as redacted versions and that LIME has not met any of these requirements, please identify if the labelling of the letter as confidential was a typographical error. If the labelling of the letter as confidential was a typographical error, please provide a corrected version with the word "CONFIDENTIAL" removed.

Q2. If the marking of the letter as confidential was not a typographical error, please provide the supporting information as required by the *ICTA (Confidentiality) Regulations, 2003* along with an explanation of why LIME did not comply with those regulations. In addition please provide a detailed explanation of what is different with this filing from the other previous \$1 residential monthly rate increase applications from previous years that were not filed in confidence.

Q3. LIME's letter indicates that it plans to introduce the residential line rental increase effective 1 August 2012. However, pages 2.1 to 2.6 of proposed tariff item 201 lists a proposed effective date of 1 July 2012. Provide a detailed explanation of why the effective date for proposed tariff Item 201 is different from LIME's stated date in its letter or, if this is a typographical error, please provide corrected proposed tariff pages.

Q4. LIME's letter indicates that LIME will notify customers "via notice on customer's bills as well as via press advertisement".

- a) Provide the proposed wording of the notice on customer's bills,
- b) Provide the proposed wording of the press advertisement,
- c) Provide the dates that customers are likely to receive the bill with the bill notification on it, and
- d) Provide the date or dates LIME expects the press advertisement to be published.

Q5. The Authority notes that in LIME's 16 December 2011 letter to the Authority regarding the proposed bill notifications for the 2011 rate increase, instead of providing a brief description of the increase, LIME referred customers to a generic website address for details of the change. LIME's suggested bill notification was:

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|---|--|
| <h2>New Rates for Residential Landline Services</h2> <p>LIME advises residential customers that rate increases will be introduced to our residential landline monthly rental and to our Home Plan 500 and 800 services effective August 1st, 2011. Please visit www.time4lime.com for details.</p> <p>LIME. For living. Everyday.</p> |  |
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IF LIME intends to use similar wording with the 2012 notification, please provide revised proposed wording that indicates the service price will increase by \$1 per month, provide a short specific web link for more details and provide the Authority with the content that LIME proposes will be on that webpage.

Yours sincerely,

[signed by]

Mark Connors
Head of Economics and Regulation