

August 21, 2025

By email only to: consultations@ofreg.ky

Utility Regulation and Competition Office ("URCO")
Grand Cayman
Cayman Islands

Dear Sirs/Madam,

Re: Consultation 2nd Draft Determination on Proposed Truth in Advertising Rules

We refer to the Consultation 2nd Draft Determination on Proposed Truth in Advertising Rules launched by the Utility Regulation and Competition Office ("URCO" or the "Office") on July 21, 2025, in which the Office proposed the final Truth in Advertising Rules outline on how the Office would normally consider the appropriateness of marketing communications made in relation to the provision of Electricity, Fuels, ICT and Water Services.

We appreciate the Office's consideration for encouraging all interested parties to provide any comments or supporting evidence. Please find below the subject consultation response from Caribbean Utilities Company, Ltd ("CUC").

Question 1: Do you agree that rules should be in place to regulate marketing communications? Why or why not?

CUC's response: CUC has no objection to a standard being in place to ensure that marketing communications are truthful and not deceptive. It is recommended that definitions of "Unfair", "Untimely" and "Deceptive" marketing be added to the definitions within this document as they are outlined in the Office Expectations. These definitions will allow for better clarity on what a licensee should or should not do when it comes to marketing and communications. The word unfair in particular is very subjective and open to interpretation.

CUC has its own communications standards and procedures in place to ensure that all information shared with the public is transparent and truthful.

Question 2: What are your views on the Office's expectations of Licensees about marketing communications?




CUC's response: The outlined expectations of the Office are reasonable. It is recommended that these expectations be further outlined as the guidelines to which utilities will be measured should a utility receive a negative claim.

Question 3: What are your views on the proposed remedies and consequences?

CUC's response: *Once the above suggestions are put in place, CUC has no objection to the remedies and consequences that have been suggested in this document.*

Thank you for the opportunity to provide comments and if any additional information or clarification is needed, please do not hesitate to contact us.

Yours faithfully,

Aug 21 2025 5:09 PM
X  
Bennett, Judith


Judith Bennett
Director, Sustainable Finance