

# MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION

## Prohibition of “Call Back Service” in Malaysia

### Introduction

1. Recently, the Commission has received several enquiries from licensed Applications Service Providers (ASP) on the provisioning of “call back services” in Malaysia. This paper is intended to provide some information on the matter.

### Provisioning Of Call Back Services in Malaysia

2. “Call back service” is specifically defined in Section 237(3) of the Communications and Multimedia Act 1998 (“CMA”) and is a prohibited service.
3. Section 237 of the CMA is reproduced below for ease of reference:
  - (1) No person shall operate, or provide, or use, a call back service under this Act.
  - (2) A person who contravenes subsection (1) commits an offence and shall, on conviction, be liable to a fine not exceeding three hundred thousand ringgit or to imprisonment for a term not exceeding three years or to both.
  - (3) For the purposes of this section, “call back service” means a service using any network facilities, network service or applications service that, through uncompleted call signaling or polling from a foreign location, or as a result of such other signaling arrangements as the Commission may determine, enables a user in Malaysia to call a foreign point without paying the rate imposed by an authorised Malaysian network facilities provider, network service provider and/or applications service provider for a call from Malaysia to such point.
4. Notwithstanding the above, the Commission has identified two models of service provisioning which it does not consider to be “call back service” within the CMA.
5. For the purposes of this paper, the two models mentioned above will be referred to as “Model A” and “Model B”.
6. The following paragraphs provide some explanation on the characteristics of the two models and the call flow involved. The systems used in these two cases are **located in Malaysia and the service providers are licensed Malaysian ASP individual licensees who have appropriate commercial arrangements with licensed Network Facilities Providers (NFPs) and/or Network Service Providers (NSPs) under the CMA.**

## **Model A**

- Users of the service will have to register with the licensed ASP who is providing the service prior to using it.
- The service provider assigns an account number and pin number to the user.
- While abroad, users can make a call to Malaysia or another country by dialing a Malaysian phone number specified by the service provider.
- The service provider's system will then request the user to enter his or her overseas phone number and account number or user ID and then, to hang up.
- The system will call the user (if registered user) within a very short time period and prompt the user to enter his or her pin number for verification purpose. Upon successful verification, the system will instruct the user to key-in the destination phone number.
- The system will make a call to the destination number and then connect the call to the user if the call is answered by the destination party.

(Please refer to Figure 1 on page 3)

## **Model B**

- Model B is similar in function to Model A except that the users will have to send a SMS to the ASP's system instead of making a call to provide their user ID or account number, pin number, overseas phone number and call destination phone number.
- Should the system recognize an invalid user, it will send a SMS back to the user.
- If the user is a registered and valid user, the SMS information will be captured and the system will make a call to the destination number.
- The system will automatically connect the call to the user if it is answered by the destination party. Otherwise, the system will send a SMS to the user to notify him or her of the unsuccessful call connection.

(Please refer to Figure 2 on page 4)

7. For other types of services that do not fall within the two models outlined above or where further clarification is required, please write to:

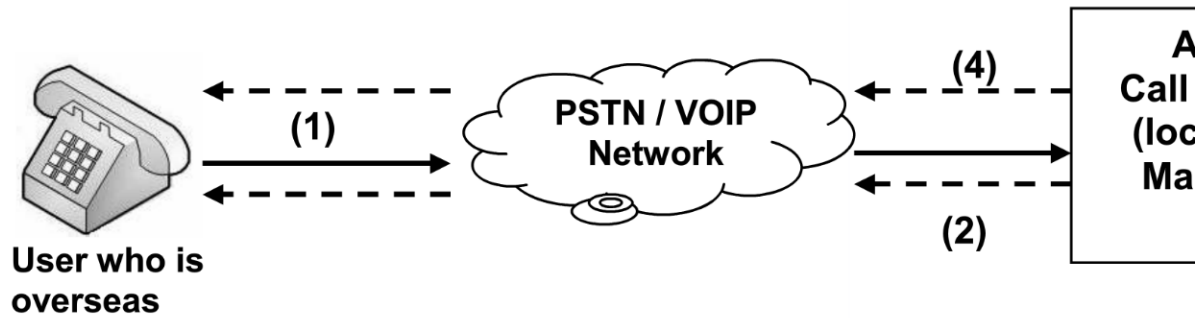
General Manager  
Regulatory Division  
Malaysian Communications and Multimedia Commission  
Level 11, Menara Dato' Onn,  
Putra World Trade Center (PWTC)  
45, Jalan Tun Ismail,  
50480 Kuala Lumpur.

Tel: +603-4047 7000  
Fax: +603-2694 1803

*Please note: The information in this document is intended as a guide only. The Commission reserves the right to change and / or amend this document without giving prior notice.*



**Figure 1 – Call Flow for Model A**

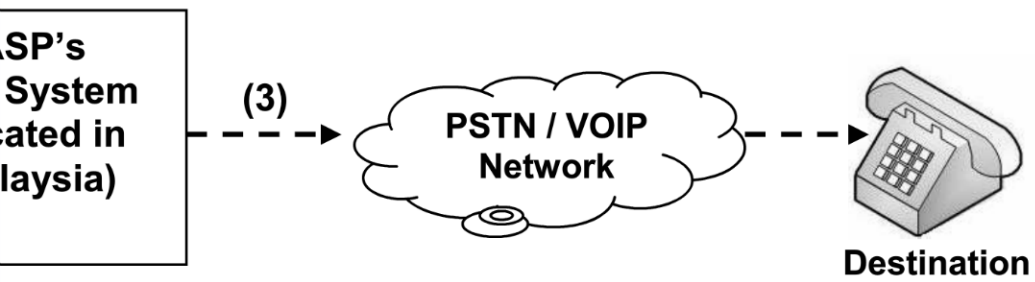


**Note:**

The dotted-line arrows show the call made by the Call System.

**Call flow:**

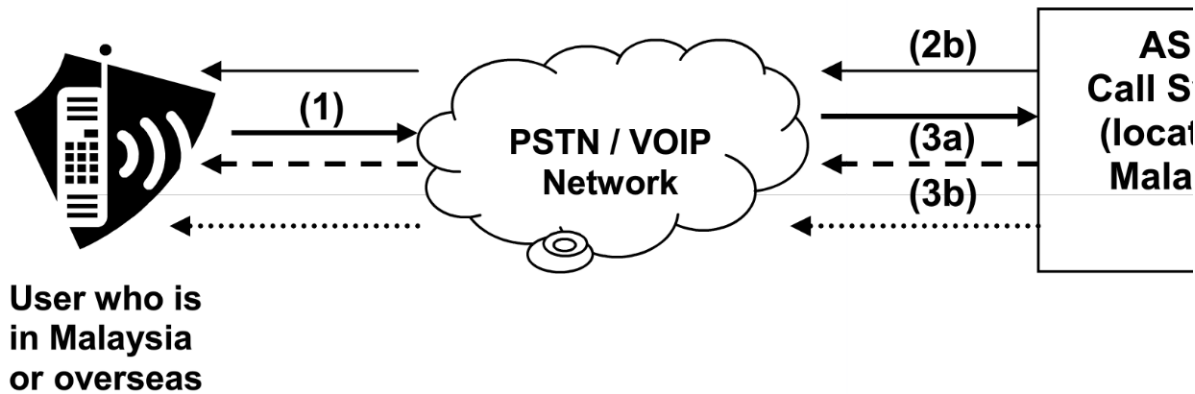
- (1) - User makes a call to the ASP's Call System, provides his overseas
- (2) - The system calls back the user (if registered user) to request for h  
the system will request for the destination phone number.
- (3) - The system makes a call to the destination number.
- (4) - The call is connected to the user if the destination party answers t



...s phone number and account number or User ID and hangs up.  
...is or her pin number for verification. Upon successful verification,

...he call.

**Figure 2 – Call Flow for Model B**



**Call flow:**

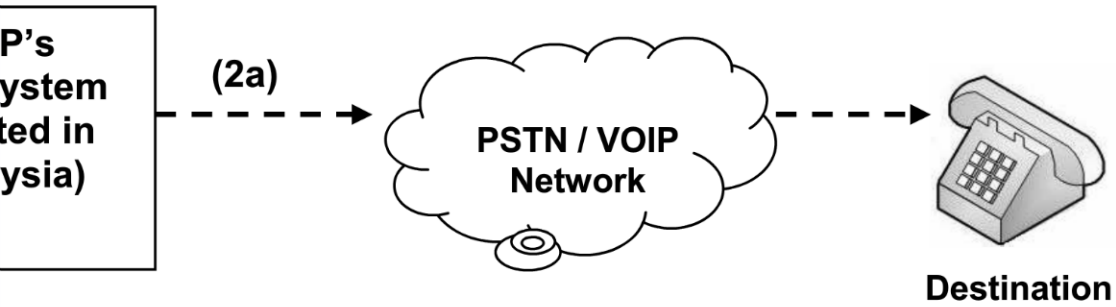
(1) - User sends a SMS to ASP's Call System.

(2a) – If the user is a registered and valid user, the system will make a

(2b) – If invalid user, the system will send a SMS to the user.

(3a) – The call will be connected to the user if the destination party ans

(3b) – The system will send a SMS to notify the user if the call is not ar



call to the destination number.

answers the call.

answered by the destination party.

