



# ICASA

INDEPENDENT COMMUNICATIONS  
AUTHORITY OF SOUTH AFRICA

## CODE OF CONDUCT

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 mr price money

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FEBRUARY 2026

## 1. PURPOSE

This Code of Conduct outlines Mr Price Group's commitment to uphold the standards required by ICASA. It details our obligations to customers, regulatory compliance and our commitment to fair, transparent, and lawful conduct in all operations.

## 2. AVAILABILITY & LANGUAGE

This Code of Conduct is displayed in all Mr Price stores and is available on our official website, [www.mrpricegroup.com](http://www.mrpricegroup.com). Upon request, the Code will be available in two languages, electronic copies with additional languages provided in multiple languages, including English, isiZulu, Sesotho, and Afrikaans, to ensure accessibility.

## 3. YOUR RIGHTS

As our valued customer, you have the right to:

- Be treated with respect, fairness, and without discrimination
- Choose products and services that meet your needs
- Receive clear, accurate, and accessible information
- Communicate in your preferred official language
- Access and inquire about your personal data and transaction history
- Your personal information being protected, including the right not to have it sold or shared without your consent
- Lodge complaints and expect prompt resolution

## 4. OUR COMMITMENT

We pledge to:

- Provide quality products and services as per our licensing and regulatory requirements
- Comply with all relevant laws and industry standards
- Communicate transparently using plain and understandable language
- Be courteous, fair and responsible in all interactions
- Avoid discrimination and ensure equal service for all customers
- Provide accurate product and pricing information, and advise on solutions tailored to your needs
- Protect your personal data and privacy (see section 5)
- Make our complaints procedure accessible and transparent

## **5. CONFIDENTIALITY OF YOUR PERSONAL INFORMATION**

We respect your privacy and will only use your personal information for legitimate purposes. Your data will only be shared with third parties with your explicit consent or where legally required, such as:

- To fulfil your instructions
- To comply with legal obligations or court orders
- For auditing or debt collection purposes, in which case, only to accredited agencies

We are committed to safeguarding your information against unauthorized access or disclosure. Our Privacy Policy is available at [www.mrpricegroup.com](http://www.mrpricegroup.com)

## **6. OUR RANGE OF PRODUCTS & SERVICES**

Details of our products, services, and pricing are available on our website and in-store. New offerings are communicated to the Independent Communications Authority of South Africa (ICASA) within the prescribed timeframes and are made publicly available. We commit to truthful marketing and to avoiding misleading representations.

## **7. CUSTOMER AGREEMENTS**

Your customer agreement includes:

- The purchase/application forms
- Our standard terms and conditions
- Product and service-specific terms and pricing plans
- Privacy Policy

These documents are available in-store and online. Upon contract signing, you will receive a copy. If the agreement is made over the phone, the documents will be provided within seven (7) business days. Any changes to terms will be communicated at least twenty days (20) before they take effect.

## **8. INVOICES & PAYMENTS**

Invoices are issued clearly, with detailed information outlined in our terms and conditions. Customers must raise queries within 30 business days. We are committed to resolving disputes fairly and in line with ICASA's dispute resolution procedures.

## **9. CREDIT & CUSTOMER SCREENING**

All new accounts are subject to credit checks, which will be explained at the point of application.

## **10. CUSTOMER COMPLAINTS**

Our Customer Complaints Procedure outlines how to lodge complaints. These are accessible on our website and in-store.

- We will investigate and respond within 15 days of receiving your complaint.
- During the investigation, your service will not be disconnected, and no penalties or interest will be applied to the disputed amount.
- You are required to pay undisputed charges as per normal procedures.

## **11. PROMOTIONS & ADVERTISING**

All marketing and promotional material adhere to the South African Advertising Code of Practice and other relevant sector-specific codes, ensuring honesty and fairness.

## **12. DEFECTIVE PRODUCTS**

Products supplied come with warranties detailed in your purchase documentation. Should you receive a defective product, follow the instructions provided for repairs or replacements, in compliance with ICASA standards.

## **13. NON-COMPLIANCE WITH THE CODE OF CONDUCT**

If you believe we have not adhered to this Code, you may lodge a complaint with ICASA. Contact details are:

- Tel: 012 568 3000
- Fax: 012 568 3444
- Email: [consumer@icasa.org.za](mailto:consumer@icasa.org.za)

## **14. CONTACT US**

For inquiries or assistance:

- General Queries: 0800212535
- Please request the Mr Price Money complaints policy should you have a complaint regarding Mr Price Money on 0861 066 639.
- Alternatively, visit our website at [www.mrpricegroup.com](http://www.mrpricegroup.com)