

ICEA comments – Draft Telecom Commercial Communications Customer Preference (Third Amendment) Regulations, 2026

S. No	Regulation Number	Sub-regulation/item number	Modification proposed to the draft amendment	Reasons/ full justification for the proposed modifications
1.	Regulation 34A.	Sub-regulation (1)	<p>No call management application or similar services for identification of UCC shall tag, block, filter, give any treatment to such calls different from those applicable for genuine communication or restrict incoming calls originating from any number series designated for commercial communications, or facilitate blanket blocking of such communications as spam. <u>Provided that consumers shall have the freedom to block calls originating from any number series on their own device, at their personal discretion, and such individual action shall not affect the settings, preferences or experience of any other user’s device.</u></p>	<p>The proposed Regulation 34A(1) prohibits Call Management Applications from tagging, blocking, or filtering calls originating from designated number series. While the objective of preventing blanket or crowd-sourced blocking of legitimate commercial communications is understood and supported, the current draft text does not adequately preserve the right of an individual user to manage calls on their own device. TRAI’s current version of text creates a situation where a user has no device-level option against calls from designated series that they personally find unwanted. An individual user's personal blocking action on their own device has no wider impact on other users' device settings. It is therefore proposed that the regulation be amended to explicitly protect the individual user's right to manage their own call preferences at the <u>device level</u>, while continuing to prohibit Call Management Applications from facilitating blanket or collective blocking of designated series across their user base. This approach strikes a balance between protecting legitimate commercial communication channels and upholding individual consumer autonomy.</p>