

Information Note to the Press (Press Release No. 50 /2023)

For Immediate Release

Telecom Regulatory Authority of India

TRAI issues Direction regarding implementation of Digital Consent Acquisition (DCA) under TCCCPR, 2018

New Delhi, 2nd June 2023-TRAI in its endeavor to curb menace of spams through Unsolicited Commercial Communication (UCC) has taken various measures in recent past such as cleaning data in respect of PE Headers and message content templates, tagging variables in message content templates etc. In continuation of above actions TRAI has now issued a Direction to all the Access Providers to develop and deploy the Digital Consent Acquisition (DCA) facility for creating a unified platform and process to register customers consent digitally across all service providers and Principal Entities. Considering volume of work involved, TRAI has allocated two months time to develop such facilities by all Access Providers and thereafter implement it in a phased manner. This Direction has been issued by TRAI under its Telecom Commercial Communication Customer Preference Regulations, 2018 (TCCCPR-2018).

In the prevalent system, the consent is obtained and maintained by the various entities such as banks, other financial institutions, insurance companies, trading companies, business entities, real state companies etc, referred to as Principal Entities (PEs) in TCCCPR, 2018 Regulations. Therefore, it is not possible for the Access Providers to check veracity of consents. Further, there is no unified system for customers to provide or revoke the consent.

The Digital Consent Acquisition (DCA) process shall have facility to seek, maintain and revoke the consent of costumers, as per the processes envisaged under TCCCPR Regulation 2018. The consent data so collected will be shared on Digital Ledger Platform(DLT) for scrubbing by all Access Providers.

Access Providers have been further directed to use a common short code 127xxx for sending consent seeking message. The purpose, scope of consent and Principal Entity/Brand name shall be mentioned clearly in the consent seeking message sent through the short code. Only whitelisted URLs/APKs/OTT links/Call Back numbers etc shall be used in the consent seeking messages. Further, Access Providers shall develop a SMS/IVR/Online facility to register unwillingness of the customers to receive any consent seeking messages initiated by any Principal Entity.

In the first phase, only subscriber-initiated consent acquisition has been permitted by TRAI. Subsequently, PE initiated consent acquisition shall be permitted. Initially Principal Entities belonging to the Banking, Insurance, Finance and Trading related sectors shall be on-boarded to initiate Consent Acquisition process and the remaining sectors shall be onboarded subsequently.

For any clarification/information Shri Jaipal Singh Tomar, Advisor (QoS) TRAI may be contacted at Tel. No. 011-23230404.



(V. Raghunandan)
Secretary, TRAI