

Code of Practice (CoP) –Process for Registration, modification and Deregistration of Preferences

A. Foreword:

- I. This Code of Practice (CoP) is formulated to comply with TRAI's The Telecom Commercial Communications Customer Preference Regulations, 2018 (6 of 2018) ('TCCCP Regulations 2018').
- II. This CoP deals with process steps for registration, modification and deregistration of different types of preferences including mode/time of delivery etc.
- III. For avoidance of doubt, in the case of any difference between texts, the text set out in the TCCCP Regulations, 2018 shall take precedence. In case of any confusion in interpretation or clarification needed, the clarifications thus provided by BSNL shall be final and binding.
- IV. This CoP is the outcome of mandate given in TCCCP-2018 and has evolved with the joint initiative and concurrence of all the Access Providers.
- V. The CoP will take effect as per the provisions mentioned under the Section Effective date of this CoP document.
- VI. It is to be clearly understood by all stakeholders that any modification to this CoP would be well within the right of BSNL, with no liability of any financial claim or damages or any other adverse action, subject to suitable information of such changes being provided to concerned stakeholders.

B. Sections

- I. Effective Date**
- II. Scope**
- III. Process for Preference Registration, Modification and Deregistration**
- IV. Network/System functioning Conditions/ Flow chart**
- V. Consequence Management**
- VI. Information handover on DLT to Entities and/or other TSPs for Preferences**
- VII. Amendment to CoP**
- VIII. Publication of CoP**
- IX. Definitions**
- X. Version History**
- XI. Section XII. Annexures**

Section I. Effective Date

1. This version of the CoP will be applicable from 01.08.2023.

Section II. Scope

The Scope of this CoP is to:

1. Effective control of Unsolicited Commercial Communication.
2. Comply with the TCCCP regulation, 2018.
3. Cover process for Registration, Modification and Deregistration of Preference by consumer and its implementation with the TSP systems.
4. Provide Network system functioning conditions including SLAs and architecture regarding Preference
5. Provide minimum set of information which will be put on DLT system for sharing with different Entities and in between TSPs.

Section III. Process for Preference Registration, Modification and Deregistration

A. Default status for New and Existing customers:

1. Default status of all new connections activated post implementation, will be fully unblocked.
2. This should be applicable between 0900 and 2100 hours on all days of the week from SMS mode and voice modes of communication (when voice solution is implemented on DLT).
3. Customer may choose to modify their preferences as per this CoP. While registering through any channel, if customer does not select mode/day/time band etc., we should consider a default setting for such cases which may be like – all days of the week between 0900 and 2100 hours from all modes of communication. By default all commercial communications will be blocked from 2100 hours to 0800 hours. Customer can opt by unblocking same.
4. The recipient systems to push a file of all Port-ins for the day into the DL with the new LRN. The DL will check if the number is there already and update the new LRN and retain all existing preferences with reason for change as 'MNP'
5. Donor Operators to stop deregistering port-out numbers but deregister all disconnected numbers for reasons other than port-out. The operators to push a file of all disconnected numbers (non MNP) for the day, DL to check and deregister existing numbers with reason 'Disconnection'.

B. Modes of Registering and Modification and Deregistration of Preference

Following options of modes for Preference registration/modification/deregistration, will be provided by TSP:

1. SMS – through 1909
2. Voice call – through 1909
3. Interactive Voice response system (IVRS) – through 1909
4. Mobile Application - as approved by TRAI
5. Web Portal – TSP's website (authentication through OTP)
6. Any other means as may be prescribed by TRAI from time to time.- DLT

C. Process for Registration, Modification and Deregistration of Preference

- 1. Procedure for registration or change of preference of Categories of content for Commercial Communications: -**
 - a) Customer can opt-out for any or all of following Commercial Communications Content category(ies) of content, as per Table-1 & its foot-notes of Annexure-1.
 - b) Customer can opt-in for any or all of following Commercial Communications Content category(ies) of content, as per Table-2 and its foot-notes of Annexure-1.

- 2. Procedure for registration of preference or change of preference of Mode for Commercial Communications:-**
 - a) Customer can opt-out of any or all of following category(ies) of mode(s) of communication, as per Table-1 and its foot-notes of Annexure-2.
 - b) Customer can opt-in of any or all of following category(ies) of mode(s) of communication, as per Table-2 and its foot-notes of Annexure-2.

- 3. Procedure for registration or change of preference of Time band(s) for Commercial Communications:-**
 - a) Customer can opt-out of any or all of following time bands for receiving of commercial communications, as per Table-1 and its foot-notes of Annexure-3
 - b) Customer can opt-in for any or all of following time band(s) for receiving of commercial communications, as per Table-2 and its foot-notes of Annexure-3

- 4. Procedure for registration or change of preference of Day Type(s) for Commercial Communications:-**
 - a) Customer can opt-out of any or all of following day type(s), as per Table-1 and its footnotes of Annexure-4:
 - b) Customer can opt-in for any or all of following day type(s), as per Table-2 and its footnotes of Annexure-4

- 5. Guiding Rules**
 - a) Fully Block category would provide for blocking of all promotional messages excluding Service and transactional messages. It will also exclude those Promotional messages for which specific consent has already been provided by customer. Further,
 - b) If a customer is in Fully blocked category, then selection of time band unblocking, will automatically put the customer in Fully Unblock category during the selected time band.
 - c) If a customer is in Fully blocked category, then selection of day(s) unblocking, will automatically put the customer in Fully Unblock category during the selected day(s).
 - d) If a customer is in Fully blocked category, then selection of modes unblocking, will automatically put the customer in Fully unblocked category for the selected mode.
 - e) Similar treatment as per b) to d) above, will apply in case customer is in partially blocked category.

D. SLAs for Preference registration and its effectiveness

1. Receipt of customer's request of registration/modification/deregistration of preference will be duly acknowledged within fifteen minutes of the request made by the customer, with Unique reference number (URN)..
2. The Registering TSP will share the requisite information on customer's preference with all other TSPs through DLT interconnected systems, within maximum of 8 hours
3. Every Access Provider shall ensure that preferences recorded or modified by the Subscriber are given effect to in near real time and in such a manner that no delivery of commercial communication is made or blocked in contravention to the Subscribers' preference after twenty four hours** or such time as the Authority may prescribe.

** Excludes Saturday, Sunday and Public Holidays.

Section V. Network/System Functioning Conditions

1. Network/System Architecture
2. Standards, Specification and SLAs
3. Flowchart of Preference and Consent process
4. Message Sequence Charts for messages with parameter details and time sequence to provide details about the process between two entities and action taken by particular entity;
5. Flow Charts to provide details about the process between two entities and action taken;

Section VI. Consequence management

1. In case of default/breach in functions to be performed by respective Entities registered/appointed by TSP, TSP should take strict action against the same which may include warning notice, show cause notice, penalty, temporary or permanent termination etc.
2. BSNL to formulate an internal process on above.

Section VII. Information handover over DLT to Entities and/or other TSPs

A. DL-Preference

1. Recording preferences on Distributed Ledger for Preferences (DL-Preferences)
 - a) Access Provider shall automate its internal systems and develop appropriate APIs to interact with DL-Preferences;
 - b) Access Provider shall record preferences on DL-Preferences for requests received from all modes;
 - c) These revised preferences shall be available, in real time, for considerations by entities for scrubbing process for new list of telephone numbers under process, however, earlier messages or voice calls which have already been scrubbed and have validity may be delivered;
 2. Every Access Provider shall establish, maintain and operate Distributed Ledger(s) for Preference (DL-Preference)with requisite functions, process and interfaces: -
 - a) to record choices of preference(s) exercised by the customer in the Distribute Ledger for Preferences(DL-Preferences) in an immutable and non repudiation manner;
 - b) to record, at least, following details of the customer who has registered its preference(s) for the main categories*:
 - (i) telephone number in the international numbering format as referred in the National NumberingPlan;
 - (ii) lifetime history till the customer is active in its network, with date(s) and time stamp(s), of choices exercised by the customer for registeringhis preference(s) and subsequent changes to it made by the customer from time to time;
 - (iii) changes in the subscription of telephone number, during the process of opening and closing ofsubscription;
 - (iv) unique registration number issued at the time of registration of preference(s);
- *
- c) to interact and exchange information with other relevant entities, responsible to carry out functions for regulatory compliance(s), in a safe and secure manner;
 - d) to support any other functionalities as may be required to carry out functions for regulatory compliance(s);

Section VIII. Amendment to CoP

This CoP can be amended by BSNL at any given point in time subject to following:

- a) It is understood that CoPs stipulate various requirements which are interlinked with CoPs of other TSPs as well. Considering the same, wherever the amendment can lead to change in information sharing with other TSP and/or billing, processing etc. with other TSP, such amendment should be shared with two weeks advance intimation before actually implementing the same.
- b) Wherever there is any material change for any existing Sender(s) which impacts performance of its obligations, an advance notice of at least 7 calendar days along with changes and its effective date for such existing Sender(s), should be given on their respective registered email-id.

This CoP should be published by TSP on its website. A digital copy of the same should be sent to below, on their appointment/registration:

- a) Entity - HR
- b) Entity- Telemarketer functional Entity registrar
- c) All registered Sender(s)
- d) All registered Telemarketers
- e) All registered Aggregators

Further, on any amendment to the CoP, same should be published by TSP over its website.

Section X. Definitions

In this Code of Practice, unless the context otherwise, the Definition of various terms used under different clauses of the document will be according to the Definitions given under Regulation 2 of the Telecom Commercial Communications Customer Preference Regulations, 2018.

Section XI. Version History

The space below is provided to keep a track and record details of Amendments of this Document

S.no	Date	Details	Remarks
1		Ver-1	
2	01.08.2023	Ver-2	

Section XII. Annexures

Annexure-1

Table-A

Customer can opt-out of any or all of following category(ies) of mode(s) of communication:

UCC Categories of Communication (Choices for Preference(s))	Select Options in DLT
All CC Categories to be blocked except transactional type of commercial communications	0
All CC Categories to be blocked except transactional & Service type of commercial communications	50
(i)Banking/Insurance/Financial products/credit cards	1
(ii) Real Estate,	2
(iii) Education,	3
(iv) Health,	4
(v)Consumer Goods and Automobiles,	5
(Vi)Communication/Broadcasting/Entertainment /IT,	6
(vii)Tourism and leisure,	7
(viii)Food and Beverages	8

Note : The RTM has to be categorised basis number series in order to segregate the call and handed over to DND scrubbing server. DND server should have the intelligent to identified the scrubbing on the basis of RTM number series

Note-1: In case of communication with customer executive of Customer Care Center of access provider, preference to opt-out may be communicated;

Note-2: Customer to be communicated with confirmation and final status along with options to unblock;

Note-3: Fully Block option shall put the customer in fully blocked state and block services as well promotional commercial communications from all categories of content, mode, time band and day types.

Note-4: BLOCK PROMO option shall block only promotional types of commercial communications for all categories of content, mode, time band and day types except service and transaction type of commercial communications;

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for content.

Annexure-2

Table-A

Customer can opt-out of any or all of following category(ies) of mode(s) of communication:

UCC Mode of Communication (Choices for Preference(s))	Select Options in DLT
All Categories of Mode (to be blocked)	10
(i) Voice Call,	11
(ii) SMS,	12
(iii) Auto Dialler Call (With Pre-recorded Announcement),	13
(iv) Auto Dialler Call (With Connectivity to live agent),	14
(v) Robo-Calls,	15

Note : The RTM has to be categorised basis number series in order to segregate the call and handed over to DND scrubbing server. DND server should have the intelligent to identified the scrubbing on the basis of RTM number series

Note-1: In case of communication with customer executive of Customer Care Center of access provider, preference to opt-out may be communicated;

Note-2: Customer to be communicated with confirmation and final status along with options to unblock;

Note-3: BLOCK 10 option shall block all categories of modes except transactional type commercial communications while saving the status of customer for categories of time band and day types;

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for mode;

Annexure-3

Table – A

Customer can opt-out of any or all of following time bands

UCC Time band for Communication (Choices for Preference(s))	Select Option in DLT
All Time Bands (to be blocked)	20
(i) 00:00 Hrs to 06:00 Hrs,	21
(ii) 06:00 Hrs to 08:00 Hrs,	22
(iii) 08:00 Hrs to 10:00 Hrs,	23
(iv) 10:00 Hrs to 12:00 Hrs,	24
(v) 12:00 Hrs to 14:00 Hrs,	25

(vi) 14:00 Hrs to 16:00 Hrs,	26
(vii) 16:00 Hrs to 18:00 Hrs,	27
(viii) 18:00 Hrs to 21:00 Hrs,	28
(ix) 21:00 Hrs to 24:00 Hrs,	29

Note-1: Time Bands (i), (ii), (iii) and (ix) shall be default OFF for all customers irrespective of the status of registration of customer i.e. for all customers including those who have not registered any type of preference(s), anytime unless customer has registered its preference(s) and switched ON;

Note-2: In case of communication with customer executive of Customer Care Center of access provider, preference to opt-out may be communicated;

Note-3: Customer to be communicated with confirmation and final status along with options to unblock;

Note-4: BLOCK 20 option shall block all categories of modes while saving current status of customer for categories of content, time band and day types, however transactional type of commercial communications may not be blocked;

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for time band;

Annexure-4

Table - A

Customer can opt-out of any or all of following day type(s):

UCC Day Type(s) for receiving Communication (Choices for Preference(s))	Select Option in DLT
All Day Type(s) (to be blocked)	30
(i) Monday	31
(ii) Tuesday	32
(iii) Wednesday	33
(iv) Thursday	34
(v) Friday	35
(vi) Saturday	36
(vii) Sunday	37
(viii) Public Holiday and National Holiday	38

Note-1: In case of communication with customer executive of Customer Care Center of

access provider, preference to opt-in may be communicated;

Note-2: Customer to be communicated with confirmation and final status along with options to unblock;

Note-3: BLOCK 30 option shall block all categories of types of days while saving the status of customer for categories of time band and day types, however transactional type of commercial communications may not be blocked;

Provided that the Authority may, from time to time, add or remove number of category(ies), or sub category(ies) for day type(s);