

**Code of Practice (CoP) – Process For Registration,
Modification and Deregistration of Preferences and
Recording & Revocation of Consent**

A. Foreword

This Code of Practice (CoP) is formulated to comply with TRAI's The Telecom Commercial Communications Customer Preference Regulations, 2018 (6 of 2018) (TCCCPR Regulations 2018).

This CoP deals with process for registration, modification and deregistration of different types of preferences including mode/time/day of delivery etc. It also deals with process to record and revoke the consent by a customer, for receiving calls and/or messages from a Sender/Consent Acquirer.

For avoidance of doubt, in the case of any difference between texts, the text set out in the TCCCPR Regulations, 2018 shall take precedence.

This CoP is the outcome of mandate given in TCCCPR 2018 and has evolved with the joint initiative and concurrence of all the Access Providers.

The CoP will take effect as per the provisions mentioned under the section "Effective Date" of this CoP document.

Any modification to this CoP would be well within the right of RCOM, 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

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I. Effective Date

The CoP is published to seek in consensus with TRAI for compliance with the Regulations.

This CoP will become the base document for technical solutioning and customer servicing processes once RCOM receives inputs from the TRAI, or 30 days from the date of submission to the TRAI. In case of any inputs/observations from the TRAI within this period, this CoP will be effective once such inputs/observations are addressed by RCOM.

The solutioning of architecture, processes, its development and deployment activities will commence after finalization of CoP.

The effectiveness of new ecosystem and processes would depend on its concurrent deployment and integration by all TSPs on a common date.

II. Scope

The Scope of this CoP is to:

1. Comply with the TCCCP regulation, 2018.
2. Cover process for Registration, Modification and Deregistration of Preference(s) by consumer.
3. Cover process for Consent Recording and Revocation by consumer.
4. Provide minimum set of information which will be put on DLT system for sharing amongst all Entities and stakeholders.
5. Control on Unsolicited Commercial Communication by effective implementation of the above.

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. In case of existing customers, the default status post implementation would remain the same as existing (blocked or unblocked for voice).
3. Customer may choose to modify their preferences as per this CoP, post implementation. While registering through any channel, if customer does not select mode/day/time band etc., RCOM shall consider a default setting for such cases as – all days of the week between 0800 and 2100 hours from all modes of communication, to be allowed.

B. Modes of Registration, Modification and Deregistration of Preference(s)

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

1. Web Portal – RCOM's official website (for registered RCOM customers Authenticated through Customer Service Portal APIs)
2. Contact Center – Customer can call to the contact center to set their preferences.

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 following Commercial Communications Content category(ies) of content, as per Table-A and footnotes of Annexure-1.
 - b) Customer can opt-in for any or all following Commercial Communications Content category(ies) of content, as per Table-B and footnotes 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 following category(ies) of mode(s) of communication, as per Table-A and footnotes of Annexure-2.
 - b) Customer can opt-in of any or all following category(ies) of mode(s) of communication, as per Table-B and footnotes 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 following time bands for receiving of commercial communications, as per Table-A and footnotes of Annexure-3

b) Customer can opt-in for any or all following time band(s) for receiving of commercial communications, as per Table-B and footnotes 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 following day type(s), as per Table-A and footnotes of Annexure-4:

b) Customer can opt-in for any or all following day type(s), as per Table-B and footnotes of Annexure-4

5. Guiding Rules

a) Fully Block category would provide for blocking of all promotional and service calls/messages excluding transactional calls/messages. It will also exclude those service calls/messages while scrubbing for which specific consent has already been provided by customer.

b) If a customer is in Fully blocked category, then selection of time band unblocking. Option will not be available for selection.

c) If a customer is in Fully blocked category, then selection of day(s) unblocking, Option will not be available for selection.

d) If a customer is in Fully blocked category, then selection of modes unblocking, Option will not be available for selection.

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(s) will be duly acknowledged within fifteen minutes of the request made by the customer with a Unique reference number (URN).

2. RCOM shall share the requisite information (defined in subsequent Section VII) on customer's preference with all relevant stakeholders through DLT interconnected systems, within 23 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.

Telemarketers / Principle entity should ensure that beyond 24 hrs call should not be made to those subscribers.

E. Customer login process

1. Customer can login into the UCC portal using following credentials.
 - Username
 - Password
 - CAN (Customer Account Number)
2. Certain validations will be carried out by RCOM.
3. On successful login, customer will get the display page where he can select either DN or Pilot Number. Also, customer email id shall be auto populated.
4. If email id is returned as blank, customer will not be able to register preference.
5. Preference page shall be displayed after submitting the DN or pilot number.
6. If any preference already existing, then same preference will be displayed which customer can modify.
7. Customer need to choose from given preference options.
8. Preference saved for Pilot number will be automatically applied to all DN numbers against this pilot number.
9. After submitting the preference, customer will receive email confirmation from RCOM.UCC@relianceada.com on registered email id.
10. Customer can also send an email to Enterprise.NDNC@relianceada.com to set the preference. Email will be sent back to customer with attachment. Customer need to fill the details in below format and send back to RCOM CS.

V. Consequence Management

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

VI. Information handover on DLT to Entities and/or other TSPs for Preferences and Consent

A. DL-Preference

1. Recording preferences on Distributed Ledger for Preferences (DL-Preferences)
 - a) RCOM shall automate its internal systems and develop appropriate APIs to interact with DL-Preferences
 - b) RCOM 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 of 24 hrs may be delivered;
2. RCOM 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-reputable 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 Numbering Plan
 - (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 registering his preference(s) and subsequent changes to it made by the customer from time to time
 - (iii) 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);

B. DL-Consent

- a) RCOM, by itself, or through Entity-CR, shall establish, maintain and operate Distributed Ledger(s) for Consent (DL-Consent) with requisite functions, process and interfaces: -
 - (i) to record consent given by the customer to sender(s) or consent acquirer(s) in the Distribute Ledger for Consent (DL-Consent) in an immutable and non-reputable manner
 - (ii) to record following details of the consent: -

(1) telephone number of customers in international numbering format as referred in National Numbering Plan

(2) Principle entity against which consent is taken

(3) Day & Time when consent was taken

(4) Validity period of consent

(iii) to make consent data accessible for other entities in safe and secure manner

(iv) to keep record of revocation of consent by the customer with specific purpose(s), if any, in an immutable and non-reputable manner

(v) to interact and exchange information with other relevant entities, responsible to carry out functions for regulatory compliance(s), in a safe and secure manner

(vi) to support any other functionalities as may be required to carry out functions for regulatory compliance(s)

VII. Amendment to CoP

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

- a) It is understood that the CoP stipulates 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 shall be shared with a two-week 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), shall be given on their respective registered email-id.

VIII. Publication of CoP

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

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

Further, on any amendment to the CoP, same shall be published by RCOM on its website.

IX. Definitions

In this Code of Practice, unless the context otherwise provides, 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.

X. Version History

S.No.	Date	Version	Details

XI. Annexures

Annexure-1

Table – A

Commercial Communications Category to be blocked or opted out	
All CC Categories (to be blocked) except transactional type of commercial communications	Options on Webportal
All CC Categories (to be blocked) except transactional and service type of commercial communications	
(i) Banking/Insurance/Financial products/ credit cards,	
(ii) Real Estate,	
(iii) Education,	
(iv) Health,	
(v) Consumer goods and automobiles,	
(vi) Communication/Broadcasting / Entertainment/IT,	
(vii) Tourism and Leisure,	
(viii) Food and Beverages;	

Table – B

UCC Category to be unblocked or opted-in	
All UCC Categories (to be unblocked)	Options on Webportal
All UCC Categories (to be unblocked) except Promotional	
(i) Banking/Insurance /Financial products/ credit cards,	
(ii) Real Estate,	
(iii) Education,	
(iv) Health,	
(v) Consumer goods and automobiles,	
(vi) Communication/Broadcasting / Entertainment/IT,	
(vii) Tourism and Leisure,	
(viii) Food and Beverages;	

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))	
All Categories of Mode (to be blocked)	Options on Webportal
(i) Voice Call,	
(ii) Auto Dialer Call (With Pre-recorded Announcement),	
(iii) Auto Dialer Call (With Connectivity to live agent),	

Table – B

UCC Mode of Communication (Choices of Preference(s))	
All Categories of Mode (to be unblocked)	Options on Webportal
(i) Voice Call,	
(ii) Auto Dialer Call (With Pre-recorded Announcement),	
(iii) Auto Dialer Call (With Connectivity to live agent),	

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))	
All Time Bands (to be blocked)	Options on Webportal
(i) 00:00 Hrs to 06:00 Hrs,	
(ii) 06:00 Hrs to 08:00 Hrs,	
(iii) 08:00 Hrs to 10:00 Hrs,	
(iv) 10:00 Hrs to 12:00 Hrs,	
(v) 12:00 Hrs to 14:00 Hrs,	
(vi) 14:00 Hrs to 16:00 Hrs,	
(vii) 16:00 Hrs to 18:00 Hrs,	
(viii) 18:00 Hrs to 21:00 Hrs,	

(ix) 21:00 Hrs to 24:00 Hrs,

Table – B

Customer can opt-in for any or all of following time band(s):

UCC Time Band for Communication (Choices for Preference(s))	
All Time Bands (to be unblocked)	Options on Webportal
(i) 00:00 Hrs to 06:00 Hrs,	
(ii) 06:00 Hrs to 08:00 Hrs,	
(iii) 08:00 Hrs to 10:00 Hrs,	
(iv) 10:00 Hrs to 12:00 Hrs,	
(v) 12:00 Hrs to 14:00 Hrs,	
(vi) 14:00 Hrs to 16:00 Hrs,	
(vii) 16:00 Hrs to 18:00 Hrs,	
(viii) 18:00 Hrs to 21:00 Hrs,	
(ix) 21:00 Hrs to 24:00 Hrs,	

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))	
All Day Type(s) (to be blocked)	Options on Webportal
(i) Monday	
(ii) Tuesday	
(iii) Wednesday	
(iv) Thursday	
(v) Friday	
(vi) Saturday	
(vii) Sunday	
(viii) Public Holiday and National Holiday	

Table – B

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

UCC Day Type(s) for receiving Communication (Choices for Preference(s))	
All Day Type(s) (to be unblocked)	Options on Webportal
(i) Monday	

(ii) Tuesday
(iii) Wednesday
(iv) Thursday
(v) Friday
(vi) Saturday
(vii) Sunday
(viii) Public Holiday and National Holiday