

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



## 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. It also deals with process to record and revoke the consent by a customer, for receiving messages from a particular Sender/Consent Acquirer and its header.
- III. For avoidance of doubt, in the case of any difference between texts contained in CoP and the Regulations, 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 respective Telecom Service Provider (TSP) shall be final and binding.
- IV. 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.
- 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 TSP, 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**

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## Section I. Effective Date

1. Being a huge change in the entire chain of ecosystem (i.e. system, business processes and functions to be performed by associated parties), there is a need for seeking consensus of TRAI on the first CoP, before solutioning the architecture, its development and deployment.
2. As per Regulation, TRAI can give inputs to the CoP post its submission. This CoP being first of its kind, it is deemed appropriate to await for TRAI's inputs before further steps are taken towards its implementation. Therefore, this CoP will be effective after 15 days from the date of submission to TRAI ("CoP Effective Date"). In case of any observations from TRAI within such 15 days, this CoP will be effective once such observations are addressed by TSP and agreed with TRAI.
3. The solutioning of architecture, processes, its development and deployment activities will start after finalization of CoP as per point no. 2 above.
4. The estimated timelines for point no 3 mentioned above is at least 6 months post CoP Effective Date, though it would be subject to Vendor finalization, Solutioning & actual requirements emanating from finalized CoP and hence subject to review subsequently.
5. The effectiveness of new ecosystem and processes would depend on its concurrent deployment by all TSPs on a common date. In case, any TSP continues to work on earlier ecosystem and processes, it would give unfair advantage to the said TSP while dis-incentivizing the other TSP(s) who would develop the new ecosystem and processes earlier.
6. From the implementation date of the TCCCP Regulations, in case any Originating Access provider (OAP) is not ready with the systems & processes and has not published its CoPs (prepared under TRAI's TCCCP Regulation, 2018), the Terminating Access provider (TAP) may block commercial communication to terminate on its network from such OAP, provided that the TAP shall not restrict any commercial communication from OAP for reasons owing to its own systems & processes not being ready in accordance with the TCCCP Regulations 2018.

## Section II. Scope

The Scope of this CoP is to:

1. Ensure effective control of Unsolicited Commercial Communication.
2. Comply with the TCCCP Regulation, 2018.
3. Cover process for Registration, Modification and Deregistration of Preference/s by consumer and its implementation with the TSP systems.
4. Cover process for Consent Recording and Revocation by consumer for a particular Sender and its corresponding Header and its implementation with the TSP systems.
5. Provide Network system functioning conditions including SLAs and architecture regarding Preference/s.
6. 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. New Activations: Default status of all new connections activated post implementation, will be fully unblocked.
2. Existing Customers: As is migration:
  - a. Category: In case of existing customers, the default status post implementation, would remain the same as existing.
  - b. Modes: The default status will apply to all modes of communication i.e. Voice and SMS.
  - c. Time Band: This should be applicable between 08:00 and 21:00 hours on all days of the week
  - d. Days: All days.
3. While registering through any channel, if a customer does not select mode/day/time band etc., we should consider a default setting for such cases– all days of the week between 08:00 and 21:00 hours from all modes of communication.
4. Modification of Preferences:
  - a. Customer may choose to modify their preferences as per this CoP, post implementation.
  - b. The modification can be exercised through any of the available modes of TSP.
  - c. While modifying preference through any channel, if a customer does not select mode/day/time band etc., we should consider a default setting for such cases– all days of the week between 0900 and 2100 hours from all modes of communication.
5. MNP Process:
  - a. The recipient Operator 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 a reason for change as 'MNP'.
  - b. Donor Operators to stop deregistering port-out numbers.
6. Customer Number/s permanently disconnected for any reasons (excluding MNP): The Donor Operator to 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 a reason 'Disconnection'.
7. For all ported out numbers permanently disconnected, the number reverts back to the original operator within 60 days. Prior to returning the number, the recipient operator shall have to de-register the preferences of the customer.

## **B. Modes of Registering and Modification and Deregistration of Preference**

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

1. SMS – through 1909
2. Voice call – through 1909
3. Interactive Voice response system (IVRS) – through 1909
4. Unstructured Supplementary Service Data (USSD) – through \*1909 (Wherever supported by technology)
5. Mobile Application - as approved by TRAI
6. Web Portal – TSP's website (authentication through OTP)
7. Any other means as may be prescribed by TRAI from time to time.

## **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 and service messages excluding transactional messages for new customers.
- b) Further, if a fully blocked customer gives consent for a service message in future, the preference status will automatically be changed from 'FULLY BLOCK' to 'BLOCK PROMO'
- c) If an existing Customer has given consent for service messages and subsequently, the customer opts for a fully block category, the customer shall have to revoke all its specific consent/s active at that time. Till the time, customer does not revoke all the active consent/s, the customer will be put in the 'BLOCK PROMO' category.
- d) 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.
- e) 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).
- f) 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.
- g) Partially Blocked category:
  - i. If a customer is in partially blocked category, then selection of time band will automatically allow the customer to receive Commercial communication during the selected time band for all days and for all modes.
  - ii. If a customer is in partially blocked category, then selection of day(s) will automatically allow the customer to receive commercial communication during the selected day(s) for all time bands and for all modes .
  - iii. If a customer is in partially blocked category, then selection of modes will automatically allow the customer to receive commercial communication from a selected mode for all days and for all time bands.

## **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 URN shall be communicated subsequently to the Customer via SMS.
3. The Registering TSP will share the requisite information (defined in subsequent Section VII.) on customer's preference with all other TSPs through DLT interconnected systems, within a maximum of 1 one hour.
4. 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.

## Section IV. Process for Recording and Revocation of Consent

### A. Process for Recording of Consent

The process captured under CoP Entities for consent recording, would apply.

### B. Process for Revocation of Consent

1. TSP shall establish facility for revoking the consent by its customers and shall make necessary arrangements:-
  - (1) to receive request, from the customer, for revoking the consent, if any, given by the recipient to the sender or to the consent acquirer for the purpose of receiving a commercial communication message or voice call;
  - (2) to provide modes, free of cost, to the customer, as per his choice, to revoke consent either by: -

- (i) sending SMS to short code 1909 with Label <Revoke> and <Sender ID> i.e. SMS header or a telephone number to a level 5 short code or any other code or code/number mentioned in the message or during the voice call received from the sender(s); or*
- (ii) calling on 1909 or number mentioned for revoking the consent during the voice call received from the sender(s); or*
- (iii) calling on customer care number; or*
- (iv) Interactive Voice Response System (IVRS); or*
- (v) Mobile app developed in this regard either by the Authority or by any other person or entity and approved by the Authority; or*
- (vi) Web portal with authentication through OTP; or*
- (vii) Any other means as may be notified by the Authority from time to time.*

*Note: Modes (i) to (v) to permit revocation only if the customer is calling from the same number on which he is seeking revocation of consent.*

- (3) Entity-CR will duly acknowledge the customer's request to revoke the consent with Unique Reference Number (URN);
- (4) TSP will integrate the feed/input information from above sources to the Entity-CR. Technical solution for the same will be worked out subsequently after architecture solutioning is done and maybe incorporated in this CoP at a later stage.
- (5) Entity-CR will remove the subscriber's contact information (telephone number to which the message was sent) from the consent record(s) corresponding to the Sender for all purposes. The revocation of consent of the customer from the consent register shall be effected within 1 business day;
- (6) Entity-CR will ensure that any person/entity who receives request to revoke consent, must not disclose the customer's personal information to others without his/her consent;

For this purpose, since no additional information i.e. customer's personal information will be available with Entity-CR, hence there is no additional action required.

- (7) Entity-CR will fetch details of the consent including its purpose(s), details about day and time when it was taken, and details about sender(s) or consent acquirer(s) who has or have taken the consent;  
Customer can visit the web Portal of its TSP to see all the consents and preferences which are active and provided by the customer.

**C. OTP generation, delivery and authentication:**

1. OTP can be generated for following scenario:
  - a. Consent recording: Where an SMS from a short code (toll-free level '5' or such level as defined in CoP-Entities), containing SMS header, purpose of seeking consent and OTP is delivered to customer, as part of consent recording process.
  - b. Consent revocation: Where consumer gives a request for consent revocation through web-portal, an OTP would be sent to customer through SMS along with the SMS header from which revocation is sought.
2. The validity of the OTP, in both the above scenarios, would be 10 minutes.
3. OTP will be valid for each transaction separately.
4. OTP generation, delivery and Validation:
  - a. Entity-CR will be responsible to generate OTPs and send the same to customer through SMS connectivity obtained from TSP.
  - b. In case of OTP for consent recording Customer will have to send the OTP to the same short code, through which OTP was delivered to the customer or alternatively, the Customer can send reply via SMS with a string Y for acceptance and N for denial.
  - c. Post receipt of OTP from customer, the Entity-CR will authenticate the same and record customer's consent/revoke the consent post successful validation of OTP.
  - d. Post successful validation or failure, customer and Sender will be informed accordingly, through SMS.

## **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. TSP should formulate an internal process on above.

## Section VII. Information handover between DLT / 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 within a maximum of one hour;

These revised preferences shall be available, in real time(maximum one hour time), for considerations by Entities for scrubbing process for new/updated list of telephone numbers under process so that no delivery of commercial communication is made or blocked in contravention to the Subscribers' preference after twenty-four hours.. During the period, the preference is being recorded or revised, the commercial communication will continue as per the existing preferences.

#### 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 repudiable 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) changes in the subscription of telephone number, during the process of opening and closing of subscription;
  - (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);

## **B. DL-Consent**

- a) Every Access Provider 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 repudiable manner;
  - (ii) to record, at least, following details of the consent: -
    - (1) telephone number of customer in international numbering format as referred in National Numbering Plan;
    - (2) Header of Sender(s) or Consent Acquirer(s) against which consent is taken;
    - (3) Day & Time when consent was taken;
    - (4) Validity period of consent;
    - (5) Type and purpose(s) 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-repudiable 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);

## **Section VIII. Amendment to CoP**

This CoP can be amended by respective TSPs 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.



## Section IX. Publication of CoP

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 - 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 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	08.11.2018	CoP-Preferences – Version 1.0	

## Section XII. Annexures

### Annexure-1

**Table – 1**

Customer can opt-out for any or all of following Commercial Communications Content category(ies) of content :-

Commercial Communications Category to be blocked or opted out	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text	USSD: Dial USSD String
All CC Categories (to be blocked) except transactional type of commercial communications	0	FULLY BLOCK	*1909*0#
All CC Categories (to be blocked) except transactional and service type of commercial communications	50	BLOCK PROMO	*1909*50#
(i) Banking/Insurance/Financial products/ credit cards,	1	BLOCK 1	*1909*1#
(ii) Real Estate,	2	BLOCK 2	*1909*2#
(iii) Education,	3	BLOCK 3	*1909*3#
(iv) Health,	4	BLOCK 4	*1909*4#
(v) Consumer goods and automobiles,	5	BLOCK 5	*1909*5#
(vi) Communication /Broadcasting / Entertainment /IT,	6	BLOCK 6	*1909*6#
(vii) Tourism and Leisure,	7	BLOCK 7	*1909*7#
(viii) Food and Beverages;	8	BLOCK 8	*1909*8#

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 service as well as promotional types of commercial communications for 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;*

**Table – 2**

Customer can opt-in for any or all of following Commercial Communications Content category(ies) of content:

UCC Category to be unblocked or opted in	IVRS: Call to 1909 and press at prompt to unblock	SMS to 1909 following text	USSD send
All UCC Categories (to be unblocked)	90	UNBLOCK ALL	*#1909*90#
All UCC Categories (to be unblocked) except Promotional	51	UNBLOCK SERVICE	*#1909*51#
(i) Banking/Insurance /Financial products/ credit cards,	91	UNBLOCK 91	*#1909*91#
(ii) Real Estate,	92	UNBLOCK 92	*#1909*92#
(iii) Education,	93	UNBLOCK 93	*#1909*93#
(iv) Health,	94	UNBLOCK 94	*#1909*94#
(v) Consumer goods and automobiles,	95	UNBLOCK 95	*#1909*95#
(vi) Communication/ Broadcasting / Entertainment/IT,	96	UNBLOCK 96	*#1909*96#
(vii) Tourism and Leisure,	97	UNBLOCK 97	*#1909*97#
(viii) Food and Beverages;	98	UNBLOCK 98	*#1909*98#

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 block

Note-3: UNBLOCK ALL option shall unblock all categories of content, mode, time band and day types with default options;

Note-4: UNBLOCK 51/UNBLOCK SERVICE shall restore service type of commercial communications for all categories of content, mode, time band and day types as per the previous state of the customer while he exercised block option last time or with the default options as the case may be while promotional type of commercial communications shall remain in blocked state;

*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-1**

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))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text	USSD: Dial USSD String
All Categories of Mode (to be blocked)	10	BLOCK 10	*1909*10#
(i) Voice Call,	11	BLOCK 11	*1909*11#
(ii) SMS,	12	BLOCK 12	*1909*12#
(iii) Auto Dialer Call (With Pre-recorded Announcement),	13	BLOCK 13	*1909*13#
(iv) Auto Dialer Call (With Connectivity to live agent),	14	BLOCK 14	*1909*14#
(v) Robo-Calls,	15	BLOCK 15	*1909*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 subcategory(ies) for mode;*

**Table – 2**

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

UCC Mode of Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text	USSD: Dial USSD String
All Categories of Mode (to be unblocked)	80	UNBLOCK 80	*1909*80#
(i) Voice Call,	81	UNBLOCK 81	*1909*81#
(ii) SMS,	82	UNBLOCK 82	*1909*82#
(iii) Auto Dialer Call (With Pre- recorded Announcement),	83	UNBLOCK 83	*1909*83#
(iv) Auto Dialer Call (With Connectivity to live agent),	84	UNBLOCK 84	*1909*84#
(v) Robo-Calls,	85	UNBLOCK 85	*1909*85#

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 block;

Note-3: UNBLOCK 80 option shall restore all categories of modes for categories of time band and day types as per the previous status of customer when he exercised block option last time or as per the default options as the case maybe;

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



### **Annexure-3**

**Table – 1**

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

UCC Time band for Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text	USSD: Dial USSD String
All Time Bands (to be blocked)	20	BLOCK 20	*1909*20#
(i) 00:00 Hrs to 06:00 Hrs,	21	BLOCK 21	*1909*11#
(ii) 06:00 Hrs to 08:00 Hrs,	22	BLOCK 22	*1909*22#
(iii) 08:00 Hrs to 10:00 Hrs,	23	BLOCK 23	*1909*23#
(iv) 10:00 Hrs to 12:00 Hrs,	24	BLOCK 24	*1909*24#
(v) 12:00 Hrs to 14:00 Hrs,	25	BLOCK 25	*1909*25#
(vi) 14:00 Hrs to 16:00 Hrs,	26	BLOCK 26	*1909*26#
(vii) 16:00 Hrs to 18:00 Hrs,	27	BLOCK 27	*1909*27#
(viii) 18:00 Hrs to 21:00 Hrs,	28	BLOCK 28	*1909*28#
(ix) 21:00 Hrs to 24:00 Hrs,	29	BLOCK 29	*1909*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;*

**Table - B**

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

UCC Time band for Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text	USSD: Dial USSD String
All Time Bands (to be unblocked)	70	UNBLOCK 70	*1909*70#
(i) 00:00 Hrs to 06:00 Hrs,	71	UNBLOCK 71	*1909*71#
(ii) 06:00 Hrs to 08:00 Hrs,	72	UNBLOCK 72	*1909*72#
(iii) 08:00 Hrs to 10:00 Hrs,	73	UNBLOCK 73	*1909*73#
(iv) 10:00 Hrs to 12:00 Hrs,	74	UNBLOCK 74	*1909*74#
(v) 12:00 Hrs to 14:00 Hrs,	75	UNBLOCK 75	*1909*75#
(vi) 14:00 Hrs to 16:00 Hrs,	76	UNBLOCK 76	*1909*76#
(vii) 16:00 Hrs to 18:00 Hrs,	77	UNBLOCK 77	*1909*77#
(viii) 18:00 Hrs to 21:00 Hrs,	78	UNBLOCK 78	*1909*78#
(ix) 21:00 Hrs to 24:00 Hrs,	79	UNBLOCK 79	*1909*79#

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 block;

Note-3: UNBLOCK 70 shall restore all categories of time bands for the customer in which he was before he exercised option to block last time, if any, otherwise as per the default options;

*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 – 2**

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

UCC Day Type(s) for receiving Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text	USSD: Dial USSD String
All Day Type(s) (to be blocked)	30	BLOCK 30	*1909*30#
(i) Monday	31	BLOCK 31	*1909*31#
(ii) Tuesday	32	BLOCK 32	*1909*32#
(iii) Wednesday	33	BLOCK 33	*1909*33#
(iv) Thursday	34	BLOCK 34	*1909*34#
(v) Friday	35	BLOCK 35	*1909*35#
(vi) Saturday	36	BLOCK 36	*1909*36#
(vii) Sunday	37	BLOCK 37	*1909*37#
(viii) Public Holiday and National Holiday	38	BLOCK 38	*1909*38#

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-in may be communicated;

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

Note-4: 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);*

**Table - B**

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

Day Type(s) for receiving Commercial Communication (Choices for Preference(s))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text	USSD: Dial USSD String
All Day Type(s) (to be unblocked)	60	BLOCK 60	*1909*60#
(i) Monday	61	BLOCK 61	*1909*61#
(ii) Tuesday	62	BLOCK 62	*1909*62#
(iii) Wednesday	63	BLOCK 63	*1909*63#
(iv) Thursday	64	BLOCK 64	*1909*64#
(v) Friday	65	BLOCK 65	*1909*65#
(vi) Saturday	66	BLOCK 66	*1909*66#
(vii) Sunday	67	BLOCK 67	*1909*67#
(viii) Public Holiday and National Holiday	68	BLOCK 68	*1909*68#

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 block;

Note-3: UNBLOCK 60 shall restore all categories of types of day for the customer in which he was before he exercised option to block last time, if any, otherwise as per the default options;

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