**Reminder Communication to Principal Entities (PEs) on Consents:**

Dear Customer,

This communication is a reiteration of our earlier communication dated 23rd June 2021 regarding registration of consent templates and consent data on DLT.

We urge you to take cognizance of this and complete the needful activities at your end so that you do not face challenges while sending commercial communication to your customers once Consent Scrubbing goes live.

1. **Consent Registration:**

As per the provisions of TRAI’s TCCCPR 2018, all Principal Entities are required to declare and register the consents of their customers on the DLT portal of any one Telecom Service Provider (TSP) with whom the PE is registered.

We had intimated to all the PEs that the bulk consent module on DLT portal of TSPs is live and the customers consent data can be uploaded in the TSPs system from 15th July 2021 onwards. PEs were accordingly asked to register their consent templates before this date.

A pre-requisite to uploading the Consent Data in the DLT is to have an approved Consent Template in your account in the DLT. The registration ID of this Consent Template must be mandatorily provided in the Bulk Consent Data upload file.

We have, however, observed that there are only a few PEs who have registered their Consent Templates till date.

We would again like to convey that in the absence of the customer consent in the TSPs’ DLT system, the PEs shall not be able to send consent based promotional/service explicit messages to their subscribers/customers who have blocked their related preference on DND.

Hence, we request all the PEs to register their Consent Templates at the earliest, and before **3rd August 2021.** We will then enable the Customers Consent data upload feature in the TSPs’ systems from **3rd August onwards**.

**Kindly note no further extension in timelines will be provided.**

We again advise all PEs to take the following actions on an immediate basis:

1. PEs to register their consent templates in the format enclosed.
2. All the consent templates already registered on the portal till date will be considered null & void, if they do not conform to the required format.
3. Upload and submit the list of existing subscriber's consent which have been validly acquired by you from the subscribers/customers.
4. Register the consent templates on the DLT System **before 3rd August 2021.** Customers Consent data can be uploaded in the TSPs system from **3rd August onwards**.
5. Kindly note that the customer consent data can only be uploaded against a duly approved consent template(s).
6. Ensure that the consent data is veracious valid, and acquired as per the due process.
7. In the absence of the customer consent in the TSPs system the PE shall not be able to send consent based promotional/service explicit messages to their subscribers/customers who have blocked their related preference on DND.
8. **Current Guidelines for consent Template:**

All the PEs are required to align their consent templates as per the following Guidelines:

1. Registration of the consent template is a pre-requisite for uploading the consents.
2. The Consent Template should not contain any variables.
3. Brand/PE/Trade/Legal Name must be captured clearly in the template.
4. The purpose of the consent must also be mentioned explicitly in the templates.

The sample Consent Template/s are enclosed for your ready reference.

Kindly note that the consent templates not aligned with the above guidelines will not be allowed by the TSPs.

1. **Additional security for the consent information:**

The consent data being critical to business, it is imperative that the same is duly protected and secured. However, it has been observed that the consent information whether knowingly or unknowingly and/or directly/indirectly is made available to  the third party and hence the same is prone to being compromised or misused. In view of the same, we have introduced an additional security feature. The PE’s have the option to secure this information by uploading it from their trusted IP sources and hence we have enabled a IP-whitelisting feature.

Therefore, PE’s have an opportunity of availing this IP whitelisting functionality as a measure towards securing their consent data. We, therefore, urge and recommend that PE’s should avail this functionality and share their owned IP details (not third party) on the DLT portal of a TSP which shall be whitelisted for uploading the consents.

**You can whitelist your IP addresses in the profile section in your login - https://www.vilpower.in/login/**

Your support and cooperation are highly appreciated. Please feel free to get in touch with us for any further queries.

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