

USER MANUAL

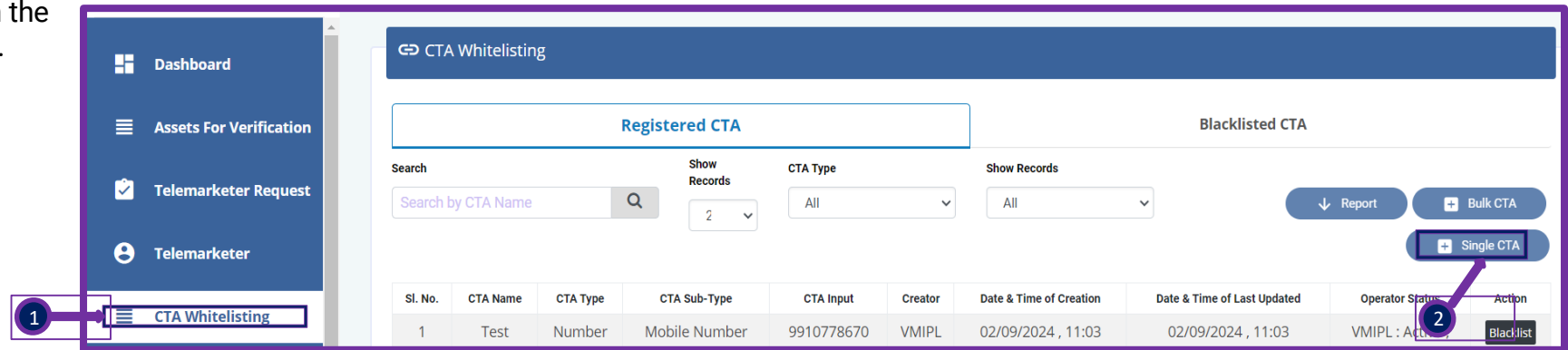
CTA Whitelisting

CTA Whitelisting

CTA Whitelisting

1 In the Entity portal on the side bar click on the **CTA Whitelisting** option to view the page.

2 In the **CTA Whitelisting** page click on Single CTA button to whitelist new CTA.



The screenshot shows the 'CTA Whitelisting' page. On the left sidebar, the 'CTA Whitelisting' option is highlighted with a purple box and a circled '1'. The main content area has a header 'CTA Whitelisting' and two tabs: 'Registered CTA' (active) and 'Blacklisted CTA'. Below the tabs are search and filter controls: a search box labeled 'Search by CTA Name', a 'Show Records' dropdown set to '2', a 'CTA Type' dropdown set to 'All', and another 'Show Records' dropdown set to 'All'. On the right, there are buttons for 'Report', 'Bulk CTA', and 'Single CTA'. The 'Single CTA' button is highlighted with a purple box and a circled '2'. Below these controls is a table with the following data:

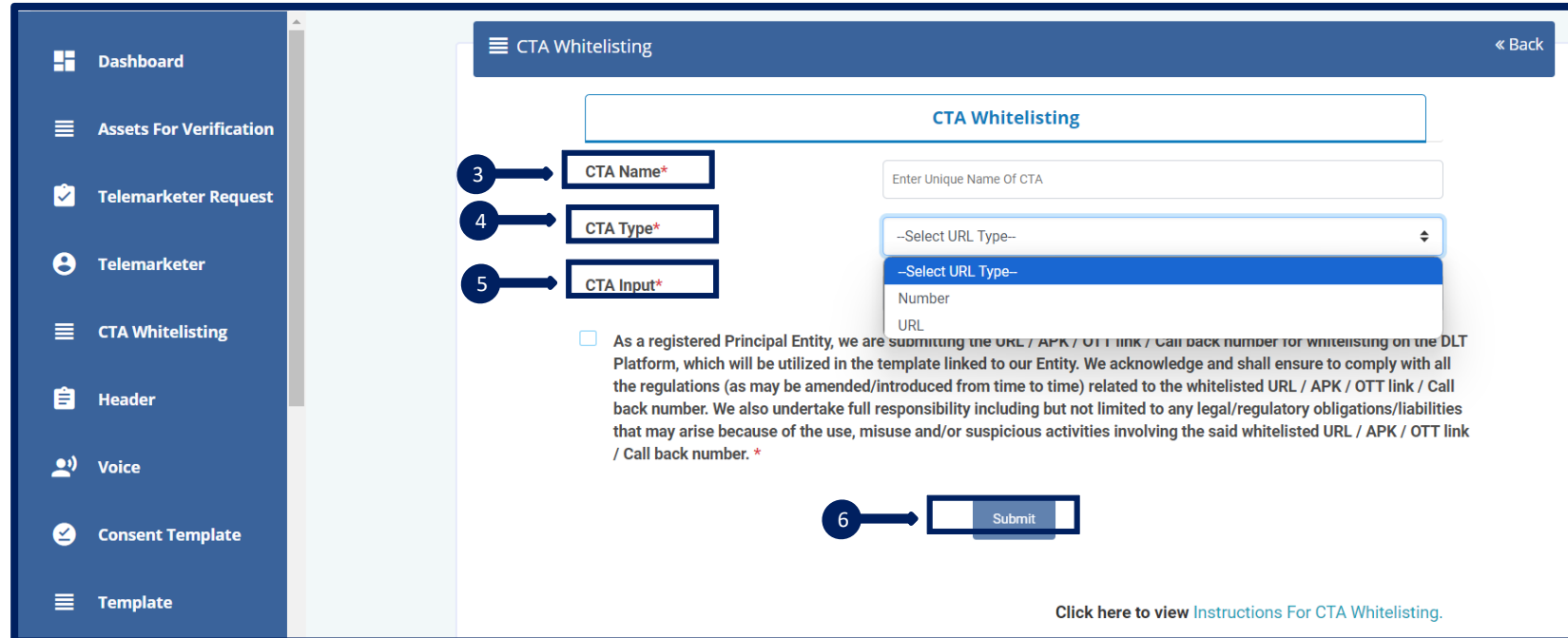
Sl. No.	CTA Name	CTA Type	CTA Sub-Type	CTA Input	Creator	Date & Time of Creation	Date & Time of Last Updated	Operator Status	Action
1	Test	Number	Mobile Number	9910778670	VM IPL	02/09/2024 , 11:03	02/09/2024 , 11:03	VM IPL : Act	Blacklist

SINGLE CTA - Number

3 Fill an appropriate CTA name

4 In the CTA **Type** column select the type of CTA Type from the following:

- Number
- URL



The screenshot shows the 'CTA Whitelisting' form in a web application. On the left is a navigation menu with items: Dashboard, Assets For Verification, Telemarketer Request, Telemarketer, CTA Whitelisting (selected), Header, Voice, Consent Template, and Template. The main form area has a title 'CTA Whitelisting' and a 'Back' button. Below the title is a large text input field. Three callouts point to specific fields: '3' points to the 'CTA Name*' field, '4' points to the 'CTA Type*' dropdown menu, and '5' points to the 'CTA Input*' field. The dropdown menu is open, showing options for 'Number' and 'URL'. Below the form is a checkbox with a disclaimer: 'As a registered Principal Entity, we are submitting the URL / APK / OTT link / Call back number for whitelisting on the DLT Platform, which will be utilized in the template linked to our Entity. We acknowledge and shall ensure to comply with all the regulations (as may be amended/introduced from time to time) related to the whitelisted URL / APK / OTT link / Call back number. We also undertake full responsibility including but not limited to any legal/regulatory obligations/liabilities that may arise because of the use, misuse and/or suspicious activities involving the said whitelisted URL / APK / OTT link / Call back number. *'. A 'Submit' button is at the bottom right, with callout '6' pointing to it. At the bottom right of the form area, there is a link: 'Click here to view [Instructions For CTA Whitelisting.](#)'

7

Based on selection of CTA Type: option will be there to choose sub-type also.
Mobile Number
Landline
Tollfree Number
140 & 160 series.

8

In the CTA Sub Type select the Sub-Type from drop down.

9

Click on Undertaking checkbox

10

Click on Submit Button

☰ CTA Whitelisting
« Back

CTA Whitelisting

7 → **CTA Name***

8 → **CTA Type***

9 → **CTA Sub-Type***

CTA Input*

As a registered Principal Entity, we are undertaking to ensure that the Platform, which will be utilized in the t... the regulations (as may be amended/i... back number. We also undertake full responsibility including but not limited to any legal/regulatory obligations/liabilities that may arise because of the use, misuse and/or suspicious activities involving the said whitelisted URL / APK / OTT link / Call back number. *

--Select Number Type--

Mobile Number

Landline

Tollfree Number

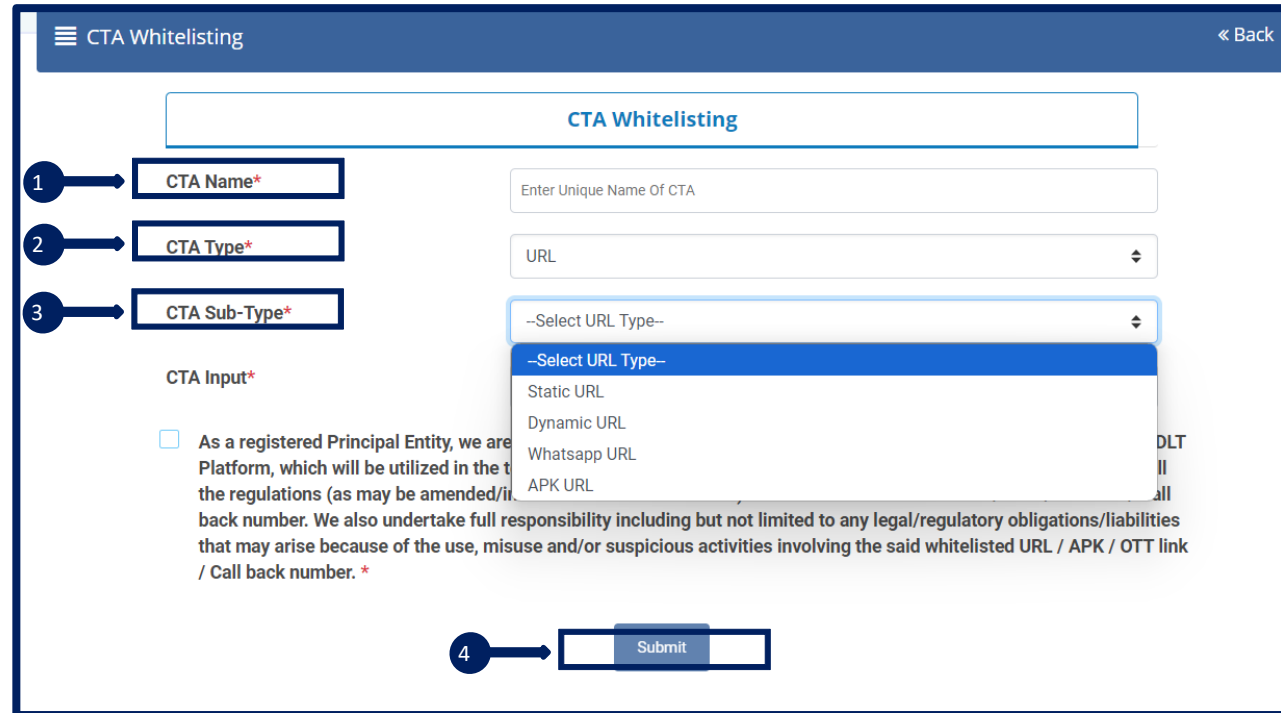
140 And 160 Series

10 →

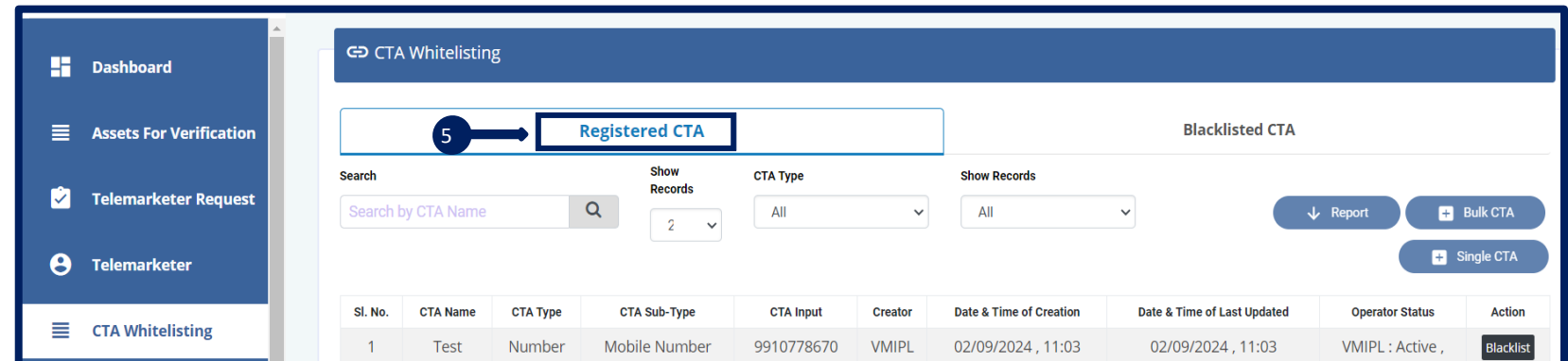
[Click here to view Instructions For CTA Whitelisting.](#)

SINGLE CTA - URL

- 1 In the **CTA Type** select the **URL** Type select the relevant
- 2 In the CTA Sub Type select the URL Type.
- 3 Click on Undertaking checkbox
- 4 Click on Submit Button
- 5 Once the CTA is submitted the entity can view the CTA under Registered CTA section.



The screenshot shows the 'CTA Whitelisting' form. Callout 1 points to the 'CTA Name*' field. Callout 2 points to the 'CTA Type*' dropdown menu. Callout 3 points to the 'CTA Sub-Type*' dropdown menu. Callout 4 points to the 'Submit' button. The form includes a text input for 'Enter Unique Name Of CTA', a dropdown for 'URL', and another dropdown for 'URL Type' with options: Static URL, Dynamic URL, Whatsapp URL, and APK URL. There is also an 'Undertaking' checkbox and a 'Submit' button.

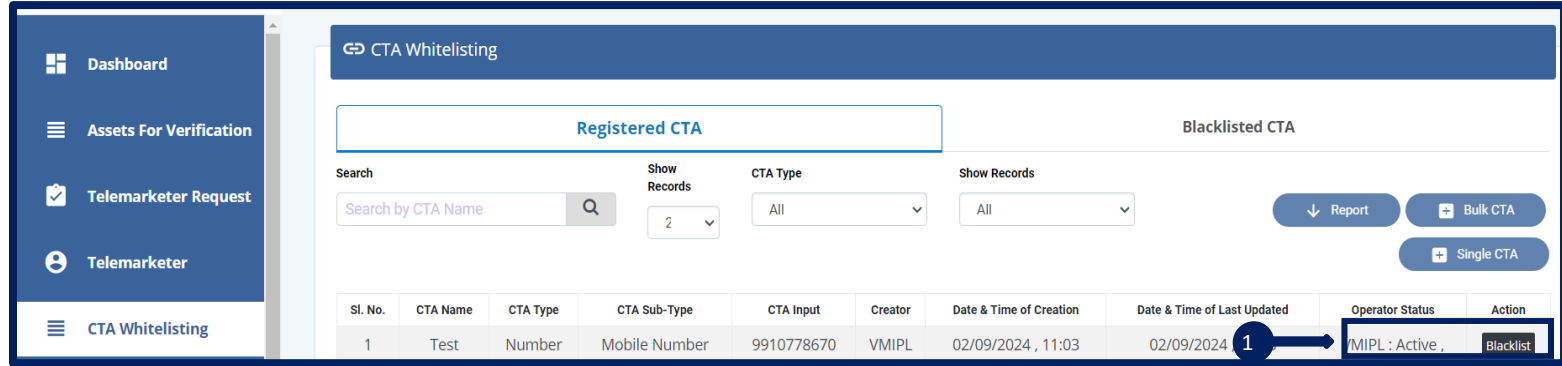


The screenshot shows the 'CTA Whitelisting' dashboard. A sidebar on the left contains navigation items: Dashboard, Assets For Verification, Telemarketer Request, Telemarketer, and CTA Whitelisting. The main content area shows a 'Registered CTA' section with a search bar and filters. A table below displays the list of registered CTAs.

Sl. No.	CTA Name	CTA Type	CTA Sub-Type	CTA Input	Creator	Date & Time of Creation	Date & Time of Last Updated	Operator Status	Action
1	Test	Number	Mobile Number	9910778670	VM IPL	02/09/2024, 11:03	02/09/2024, 11:03	VM IPL : Active ,	Blacklist

CTA- Blacklisting

- 1 Once the CTA is Registered the entity also has the option of Blacklist the CTA through Blacklist button.
- 2 The Entity has to submit the Blacklisting remarks and click on Blacklist button
- 3 Once Blacklisted the CTA will be reflected under Blacklisted CTA Tab.



CTA Whitelisting

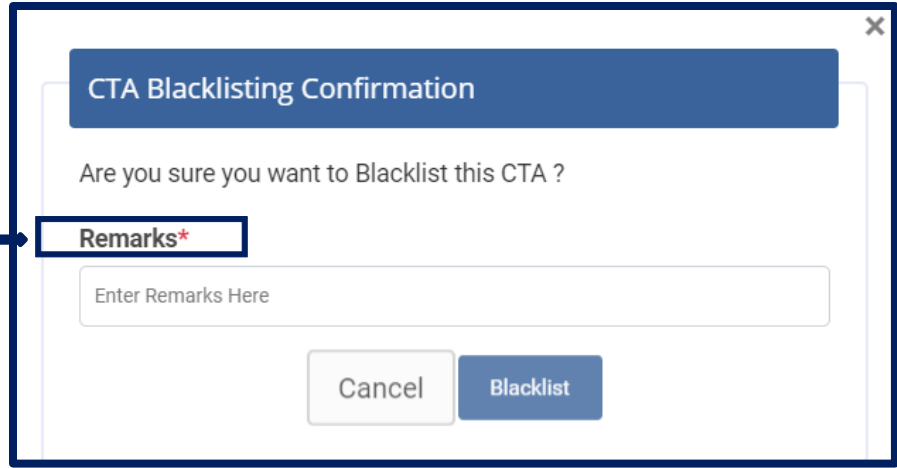
Registered CTA

Blacklisted CTA

Search: Search by CTA Name [Q] Show Records: 2 CTA Type: All Show Records: All

Buttons: Report, Bulk CTA, Single CTA

Sl. No.	CTA Name	CTA Type	CTA Sub-Type	CTA Input	Creator	Date & Time of Creation	Date & Time of Last Updated	Operator Status	Action
1	Test	Number	Mobile Number	9910778670	VM IPL	02/09/2024, 11:03	02/09/2024	MIPL : Active	Blacklist



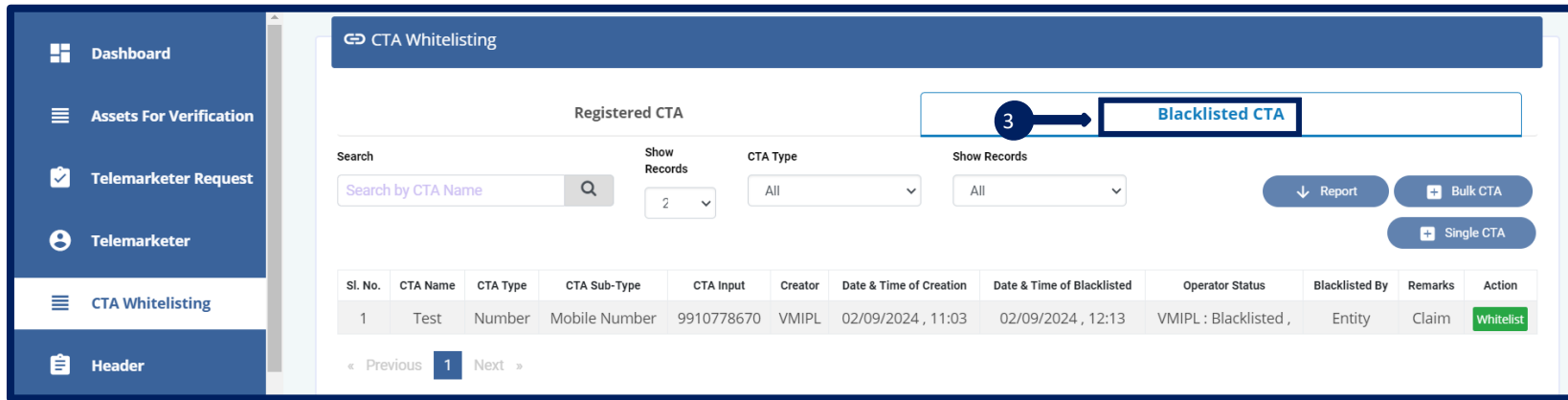
CTA Blacklisting Confirmation

Are you sure you want to Blacklist this CTA ?

Remarks*

Enter Remarks Here

Buttons: Cancel, Blacklist



CTA Whitelisting

Registered CTA

Blacklisted CTA

Search: Search by CTA Name [Q] Show Records: 2 CTA Type: All Show Records: All

Buttons: Report, Bulk CTA, Single CTA

Sl. No.	CTA Name	CTA Type	CTA Sub-Type	CTA Input	Creator	Date & Time of Creation	Date & Time of Blacklisted	Operator Status	Blacklisted By	Remarks	Action
1	Test	Number	Mobile Number	9910778670	VM IPL	02/09/2024, 11:03	02/09/2024, 12:13	VM IPL : Blacklisted	Entity	Claim	Whitelist

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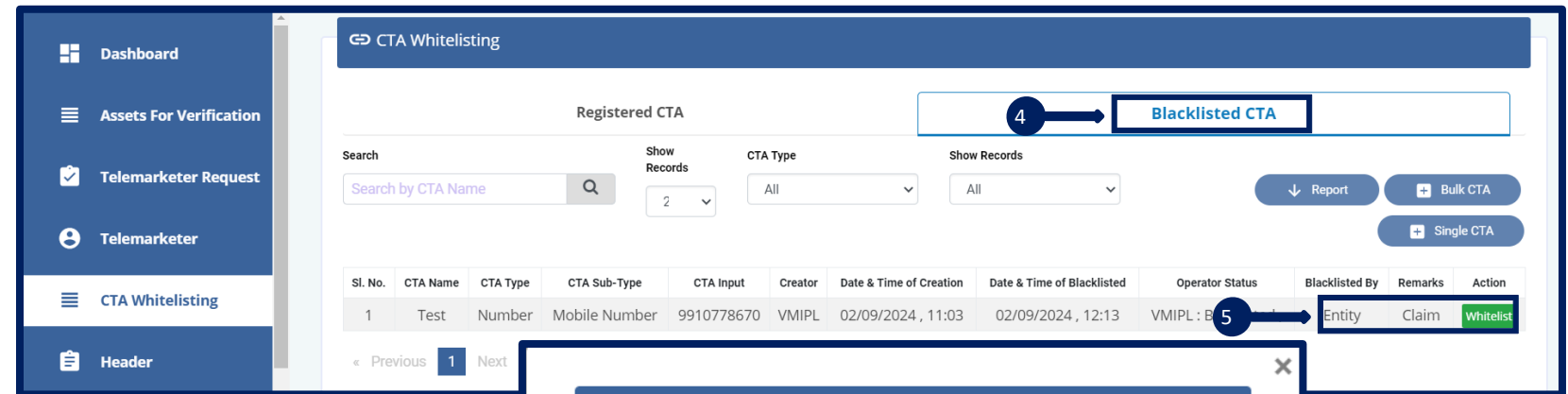
CTA Whitelisting

4 The Entity will also have the option to whitelist the CTA if Blacklisted by them.

5 The entity has to click on the Whitelist button.

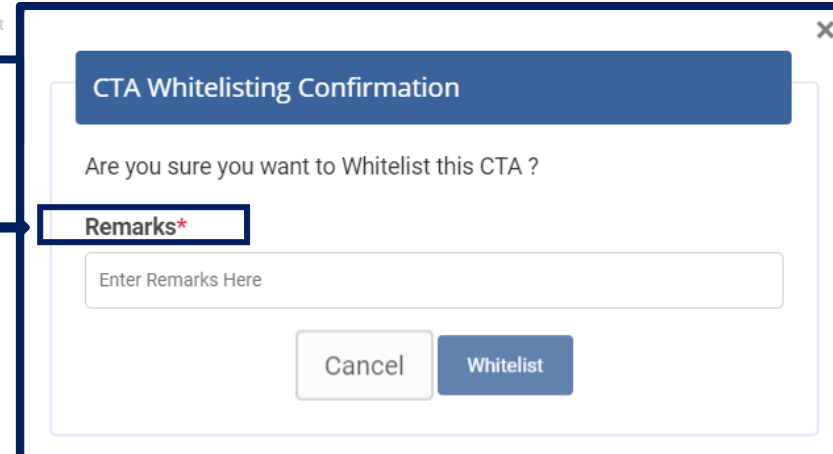
6 The Entity has to submit the Whitelisting remarks and click on Whitelist Button.

7 Once Whitelisted it will again visible under Registered CTA section as status "Active"

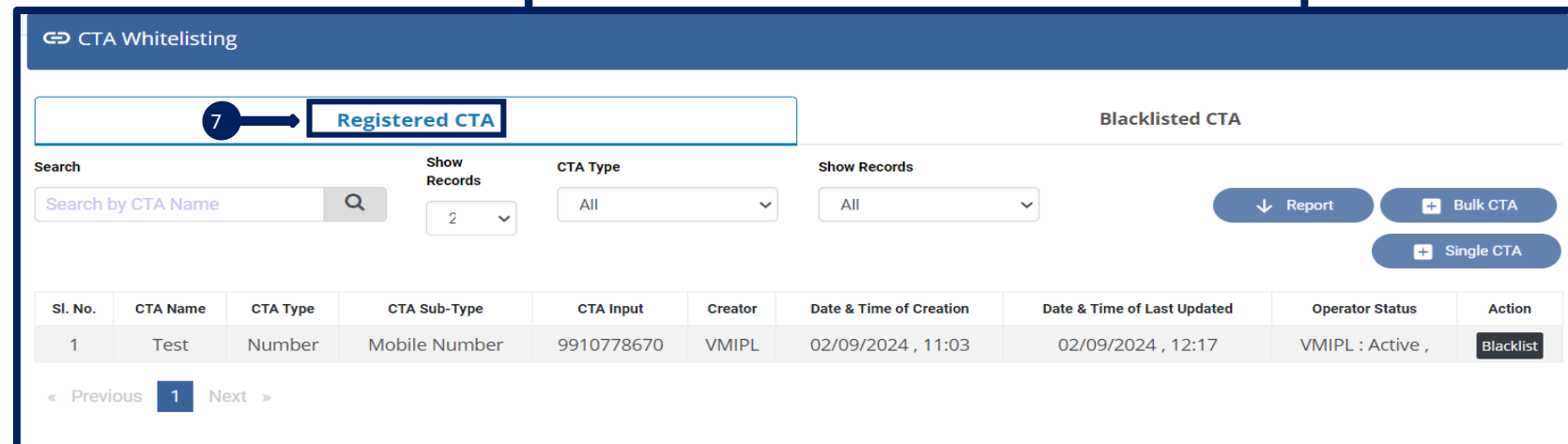


The screenshot shows the 'CTA Whitelisting' interface. At the top, there are two tabs: 'Registered CTA' and 'Blacklisted CTA'. The 'Blacklisted CTA' tab is selected, indicated by a blue circle with the number 4. Below the tabs, there is a search bar and several filters. A table lists CTA records. The first record is highlighted, and a blue circle with the number 5 points to the 'Whitelist' button in the 'Action' column.

Sl. No.	CTA Name	CTA Type	CTA Sub-Type	CTA Input	Creator	Date & Time of Creation	Date & Time of Blacklisted	Operator Status	Blacklisted By	Remarks	Action
1	Test	Number	Mobile Number	9910778670	VM IPL	02/09/2024, 11:03	02/09/2024, 12:13	VM IPL : B	Entity	Claim	Whitelist



The screenshot shows a 'CTA Whitelisting Confirmation' dialog box. It contains the text 'Are you sure you want to Whitelist this CTA ?'. Below this, there is a 'Remarks*' field with a text input area labeled 'Enter Remarks Here'. At the bottom, there are two buttons: 'Cancel' and 'Whitelist'. A blue circle with the number 6 points to the 'Remarks*' field.



The screenshot shows the 'CTA Whitelisting' interface after the CTA has been whitelisted. The 'Registered CTA' tab is now selected, indicated by a blue circle with the number 7. The table below shows the CTA record with the status 'Active' and a 'Blacklist' button in the 'Action' column.

Sl. No.	CTA Name	CTA Type	CTA Sub-Type	CTA Input	Creator	Date & Time of Creation	Date & Time of Last Updated	Operator Status	Action
1	Test	Number	Mobile Number	9910778670	VM IPL	02/09/2024, 11:03	02/09/2024, 12:17	VM IPL : Active ,	Blacklist

CTA Bulk Whitelisting

1 Download the sample file from panel.

Fill below details

CTA Name

CTA Type

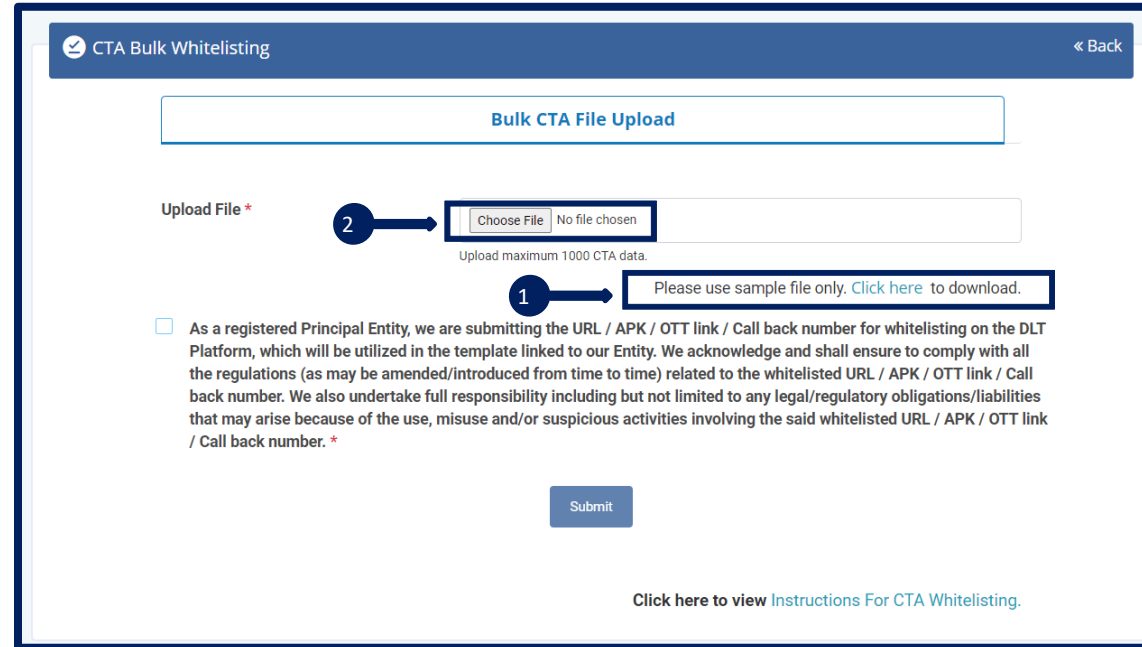
CTA Sub-Type

CTA Input

2 Once data filled, click on Chose file option and submit the file (max 1k data).

Failed data will be visible on panel. The Entity has to correct the same and re-upload the file

3 This is the sample file format.



1	CTA Name	CTA Type	CTA Sub-Type	CTA Input
2		Number	Dynamic URL	
3		Number	Mobile Number	
4			Landline	
5			Tollfree	
6			140 & 160 series	

1	CTA Name	CTA Type	CTA Sub-Type	CTA Input
2		URL	Dynamic URL	
3		Number	Static URL	
4			Dynamic URL	
5			APK URL	
6			Whatsapp URL	

CTA Bulk Whitelisting

1

Once correct File is uploaded the data will be visible under Registered CTA Tab.

If an entity blacklists a CTA, it has the ability to whitelist the CTA again, whether it's a single or bulk action. However, if the operator blacklists the CTA, the entity does not have the ability to whitelist it.

CTA Whitelisting

Registered CTA

Blacklisted CTA

Search

Show Records

CTA Type

Show Records

Report

Bulk CTA

Single CTA

Sl. No.	CTA Name	CTA Type	CTA Sub-Type	CTA Input	Creator	Date & Time of Creation	Date & Time of Last Updated	Operator Status	Action
1	Test	Number	Mobile Number	9910778670	VM IPL	02/09/2024 , 11:03	02/09/2024 , 12:17	VM IPL : Active ,	Blacklist

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Error Codes CTA

Error Codes CTA	
errMsg1	"Redirection detected.",
errMsg2	"Site unreachable or timed out.",
errMsg3	"Error occurred during URL check.",
errMsg4	"Error output from curl command.",
errMsg5	"No redirection detected.",
errMsg6	"Failed to start URL check process.",
errMsg7	"CTA is blacklisted by the operator. For more assistance, contact the operator.",
errMsg8	"Only one of WhatsApp URL or APK URL can be valid at a time.",
errMsg9	"Only one of Static URL, Dynamic URL, WhatsApp URL, or APK URL can be valid at a time.",
errMsg10	: "Only one of Static URL or Dynamic URL can be valid at a time.",
errMsg11	"File is empty or CTA is invalid. Please provide valid data.",
errMsg12	"Invalid subtype for URL validation.",
errMsg13	"Invalid type. Allowed values are 'NUM' and 'URL'.",
errMsg14	"Invalid subtype for number validation.",
MNO	"Mobile numbers must either start with 91 or without 91. If it is 10 digits, it should start with a digit between 6 to 9.",
TOL	"Toll-free numbers must start with 1800 or 1860 and can be between 8 to 11 digits.",
TNO	"Landline numbers must be 10 digits long and can optionally start with 0.",
SER	"Numbers in the 140 and 160 series must be exactly 10 digits.",
SURL	"Static URLs should start with http, https, or www and should not contain a question mark (?), .apk, or wa.me.",
DURL	"Dynamic URLs must end with a question mark (?).", WURL: "WhatsApp URLs must start with https://wa.me/91. For 10-digit numbers, they should start with a digit between 6 to 9.",
APK	"APK URLs must end with .apk."

Thank You !