

Consent Template

- What is a consent?

Consent means any voluntary permission given by customer to sender for receiving commercial communication related to specific purpose, product or Services. Consent may be explicit or inferred as defined in the TRAI regulations

- Who is a Consent Acquirer?

Consent Acquirer or CA" means any sender with registered and valid header(s) who acquires consent from end customer through a prescribed process under the relevant regulations.

- What is consent template?

Consent Template or CT" means a template of consent which is presented to the customer while acquiring his consent and clearly mentions the purpose of the consent and details of the sender.

- Is it necessary to register Consent Template?

Yes, it is necessary as per TRAI guidelines, to register a Consent Template and acquire consent basis on the Template registered.

- What will happen if I send SMS/call to customers without registering consent template?

As per the new TRAI guidelines any messages sent to the customer without the prior consent of the customer is liable to be penalized and hence, it could attract penalties to the Business Enterprise or the Message sender.

- What should be the consent template name? Also, why is it required?

Consent Template Name should ideally be a name which the Sender could relate with the purpose of the Consent that he is trying to acquire from the customer.

- Can I use a brand name which is not registered/associated to my company officially?

Ideally a Business Entity could use only the Brand Name for which they are registered.

- What will happen if I use other companies' brand names?

Using any other Companies brand name is not advisable and is subject to penalty from authorities.

- Why my registered consent template is showing pending status?

Till the time it gets approved by the Operator, the status will be visible as "WIP."

- Why is it taking time in approval of my consent template?

Usually, the approval process takes 48 to 72 hours excluding non-working days. If the application is still pending after the stipulated time frame you are requested to contact the help desk for support.

- Can I register more than one consent template?

Yes, you can register more than one consent template, subject to the approval from the Registrar (TSP).

- Why is it mandatory to register the consent template for Service Explicit Messages?

As per TRAI Regulations, any Principle Entity who wish to send Service Explicit messages to their customers need to acquire consent from their customers. If they do not acquire the same then such messages will not be delivered.

- What should be the content that can be used in the consent template?

The content of the consent template should specify the purpose of the consent taken from the customer with details of the Header, Type of message and the purpose clearly defining the commercial communication.

Please check the sample template on the panel under Consent Template section.

- What is the significance of the content of the consent template?

The content of the Consent Template will clearly mention the details of the consent acquired from the customer, hence to avoid any kind of complaints in future with regard to the commercial communication done.

- Will user get the consent template during acquisition?

Yes, the end customer will get the consent template during consent acquisition process.

- Can I use the default consent template?

There are no default consent templates set for now. Hence, the Acquirer will have to create a specific Consent Template.

- Can I edit the consent template once it approved?

No, once approved or submitted. It cannot be modified.

- I have already registered a consent template at another operator, do I have to

register again?

No, you don't have to register it again. It will be auto-visible under the Consent Template tab.

- Why my consent template is showing Inactive status?

If there is any complaint, then Operator has the right to make Consent Template Inactive.

- Why my consent template needs approval from operator?

The template created should be as per TRAI guidelines. Hence, the Operator's approval is required.