

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), and appurtenances thereto, as amended from time to time.
- II. 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 of recording and revoking customer consent for receiving messages from a particular Sender/Consent Acquirer (Principal Entity registered on the DLT).
- III. For avoidance of doubt, in the case of any difference between texts, the text set out in the TCCCP Regulations, 2018 and appurtenances thereto, as amended from time to time, shall take precedence. In case of any confusion in interpretation or clarification needed, the clarifications thus provided by RJIL shall be final and binding.
- IV. This CoP is the outcome of mandate given in TCCCPR 2018 and appurtenances thereto, as amended from time to time, and has evolved with the joint initiative and concurrence of all the Access Providers.
- V. Any modification to this CoP would be well within the right of RJIL, 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. Scope

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Section I. Scope

The Scope of this CoP is to:

1. Comply with the TCCCP regulation, 2018, and/or any subsequent amendments/Directions appurtenant thereto.
2. Cover process for Registration, Modification and Deregistration of Preference(s) by consumer and its implementation by RJIL systems.
3. Cover process for Consent Recording and Revocation by relevant stakeholders and its implementation by RJIL systems.
4. Provide minimum set of information which will be put on DLT system for sharing amongst all Entities and stakeholders.
5. Attempt exercising control on Unsolicited Commercial Communication by effective implementation of the above.



Section II. Process for Preference Registration, Modification and Deregistration

A. Default status for New and Existing customers:

1. Default status of all new connections will be fully unblocked.
2. In case of existing customers, the existing Preference status will continue to remain as is.
3. All subscribers, including those who have not exercised any UCC Preference, shall still remain blocked for all registered telemarketing communication from 2100 hours to 1000 hours of the next day.
4. Customer may choose to modify their preferences as per this CoP. While registering through any available channels, if customer does not select mode/day/time band etc., RJIL shall consider a default blocking setting for such cases as – all days of the week between 1000 hours and 2100 hours from all modes of communication.
5. In order to retain the Preference(s) and Consent status of port-out numbers, RJIL shall push a file of all port-outs for the day into the DL with the new LRN. The DL will check if the number is there already and update the new TSP and LRN and retain all existing preferences with reason for change as 'MNP'.
6. RJIL shall not deregister all disconnected numbers from the DL but will deregister only those disconnected for reasons other than port-out. RJIL shall push a file of all disconnected numbers (non-MNP) for the day and DL shall check and deregister existing numbers with reason 'Disconnection'.

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

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

1. SMS on 1909
2. Voice call on 1909
3. Interactive Voice response system (IVRS) on 1909
4. Mobile Application of RJIL and/or any thirdparty application approved by TRAI, including the TRAI DND app.
5. Web Portal – RJIL's official website (with authentication through OTP).
6. Email.
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 the Commercial Communications Content category(ies) of content, as per Table-A in Annexure-1.
- b) Customer can opt-in for any or all of the Commercial Communications Content category (ies) of content, as per Table-B in 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 the category(ies) of mode(s) of communication, as per Table-A and foot-notes of Annexure-2.
- b) Customer can opt-in of any or all of the category(ies) of mode(s) of communication, as per Table-B and 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 the time bands for receiving of commercial communications, as per Table-A and foot-notes of Annexure-3
- b) Customer can opt-in for any or all of the time band(s) for receiving of commercial communications, as per Table-B and 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 the day type(s), as per Table-A and footnotes of Annexure-4:
- b) Customer can opt-in for any or all of the day type(s), as per Table-B and footnotes of Annexure-4

5. Sub-Categories for Preference:

- a) Subject to technical feasibility, RJIL may also endeavour to provide additional services to its own customers like implementing sub-categories of preferences whereby consumers can opt for blocking or unblocking sub-categories under broad categories as defined under TRAI regulations. These sub-categories could be sub-sectors based, brand based, company based etc. There will not be any time restriction during a day, for customer to receive messages based on preference opted for such sub-categories.
- b) For this purpose, RJIL may tie up with external/internal senders subject to commercial consideration. RJIL may open specific codes for blocking/unblocking of these sub-categories (and different type of blocking based on time-band, day, modes etc.), in line with the broad framework provided under TRAI TCCCP regulation, 2018, as amended from time to time, for main categories.
- c) This being service for its own consumers, it may not be required to be put up on DLT system.



6. Guiding Rules

- a) Fully Blocked category would provide for blocking of all types of commercial communication requiring explicit consent except commercial communication sent under inferred consent and Government Message or Government Voice Call.
- b) 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.
- c) 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).
- d) 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.
- e) If a customer is in fully unblocked category, then selection of time band blocking, will automatically put the customer in fully block category during the selected time band.
- f) If a customer is in fully unblocked category, then selection of day(s) blocking, will automatically put the customer in fully block category during the selected day(s).
- g) If a customer is in fully unblocked category, then selection of mode blocking, will automatically put the customer in fully block category for the selected mode.
- h) Similar treatment as per b) to d) above, will apply in case customer is in partially blocked category.
- i) RJIL may provide further choice of sub-categories to customers, based on specific brand/purpose and header/CLI etc., for preference registration, modification and deregistration.

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. RJIL shall share the requisite information (defined in subsequent Section V) 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.



Section III. Process for Recording and Revocation of Consent

(It may be noted that the Consent Functionality is under a complete revision and a new approach is being developed in consultation with the TRAI and leading Banks and FIs. This Section will be amended suitably after successful completion of the Pilot with the above parties)

A. Process for Recording of Consent

1. As per TRAI Direction dated 13.06.2025, a Pilot has been conducted by the TSPs for the Consent Registration Function (CRF) framework with a few RBI regulated banks.
2. The process of recording consents will be inserted here as per successful completion of the Pilot and subsequent Commercial go-live. Till such time, the process of obtaining consents in line with TCCCPR 2010 shall remain applicable and admissible.

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 which overrides the recipient's DND Preference;
 - (2) to provide modes, free of cost, to the customer, as per his choice, to revoke consent either by: -
 - (i) calling on customer care number; or
 - (ii) Interactive Voice Response System (IVRS); or
 - (iii) Mobile app developed in this regard either by RJIL, or by the Authority or by any other person or entity and approved by the Authority; or
 - (iv) RJIL's Web portal with authentication through OTP; or
 - (v) Any other means as may be notified by the Authority from time to time or developed by RJIL for this purpose in agreement with the Authority.

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

- (3) RJIL will integrate the feed/input information from above sources to the Entity-CR/DLT Portal.
- (4) Entity-CR/RJIL will remove the subscriber's contact information (telephone number to which the message was sent) from the consent record(s) as indicated by the customer during revocation of consent from the consent register within 1 business day;
- (5) Entity-CR/RJIL will duly acknowledge the customer's request to revoke the consent with unique reference number;
- (6) Entity-CR/RJIL will ensure that any person who receives request to revoke consent, must not disclose the customer's personal information to others without his consent;



Section IV. Consequence management

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

Section V. Information handover over DLT to Entities and/or other TSPs

A. DL-Preference

1. Recording preferences on Distributed Ledger for Preferences (DL-Preferences)
 - a) RJIL shall automate its internal systems and develop appropriate APIs to interact with DL-Preferences;
 - b) RJIL 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 may be delivered;
2. RJIL 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 Distributed 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

(It may further be noted that the Consent Functionality is under a complete revision and a new approach is being developed in consultation with the TRAI and leading Banks and FIs. This CoP will be amended suitably after successful completion of the Pilot with the above parties)

To be updated post successful completion of the Pilot (as per TRAI Direction dated 13.06.2025) and at the time of Commercial go-live.

- a) RJIL, 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 Distributed Ledger for Consent (DL-Consent) in an immutable and non-repudiable 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) Day & Time when consent was taken;
 - (3) Validity period of consent;
 - (iii) to make consent data accessible for relevant 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 VII. Amendment to CoP

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

- a) It is understood that the Codes of Practice (CoPs) prescribe various requirements which are interlinked with the CoPs of other TSPs as well. In view of the same, any amendment that may result in changes impacting information sharing, billing, processing, or other operational aspects involving other TSPs should be shared and mutually discussed with the concerned TSPs prior to implementation.

Section VIII. Publication of CoP

This CoP shall be published by RJIL on its website.

Further, on any amendment to the CoP, a soft copy of the amended version shall be published by RJIL on its website.

Section 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, and amendments thereto as per the Telecom Commercial Communications Customer Preference (Second Amendment) Regulations, 2025 and/or any subsequent amendments/Directions appurtenant thereto.

Section X. Version History

The space below is provided to keep a track and record details of Amendments of this Document

S.No.	Date	Version	Details
1.	16.10.2018	1.0	COP-Preference RJIL-base document
2.	24.10.2024	2.0	Revised in line with TRAI Directions and DLT platform developments
3.	08.04.2025	3.0	Revised in line with the TCCCP (Second Amendment) Regulations 2025
4.	28.02.2026	4.0	Revised in line with the TCCCP (Second Amendment) Regulations 2025 and Directions thereafter

Section XI. Annexures

Annexure-1

Table – A

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
All CC Categories (to be blocked) except transactional and service type of Commercial Communications with Inferred Consent and Government Communication.	0	FULLY BLOCK
All CC Categories (to be blocked) except transactional and service type of Commercial Communications and Government Communication.	50	BLOCK PROMO
(i) Banking/ Insurance/ Financial products/ credit cards,	1	BLOCK 1
(ii) Real Estate,	2	BLOCK 2
(iii) Education,	3	BLOCK 3
(iv) Health,	4	BLOCK 4
(v) Consumer goods and automobiles,	5	BLOCK 5
(vi) Communication/Broadcasting / Entertainment/ IT,	6	BLOCK 6
(vii) Tourism and Leisure,	7	BLOCK 7
(viii) Food and Beverages;	8	BLOCK 8

Table - B

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

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

Table - B

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
All Categories of Mode (to be unblocked)	80	UNBLOCK 80
(i) Voice Call,	81	UNBLOCK 81
(ii) SMS,	82	UNBLOCK 82
(iii) Auto Dialer Call (With Pre-recorded Announcement),	83	UNBLOCK 83
(iv) Auto Dialer Call (With Connectivity to live agent),	84	UNBLOCK 84
(v) Robo-Calls,	85	UNBLOCK 85

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))	IVRS: Call to 1909 and press at prompt to block	SMS: Send SMS to 1909 following text
All Time Bands (to be blocked)	20	BLOCK 20
(i) 00:00 Hrs to 06:00 Hrs,	21	BLOCK 21
(ii) 06:00 Hrs to 08:00 Hrs,	22	BLOCK 22
(iii) 08:00 Hrs to 10:00 Hrs,	23	BLOCK 23
(iv) 10:00 Hrs to 12:00 Hrs,	24	BLOCK 24
(v) 12:00 Hrs to 14:00 Hrs,	25	BLOCK 25
(vi) 14:00 Hrs to 16:00 Hrs,	26	BLOCK 26
(vii) 16:00 Hrs to 18:00 Hrs,	27	BLOCK 27
(viii) 18:00 Hrs to 21:00 Hrs,	28	BLOCK 28
(ix) 21:00 Hrs to 24:00 Hrs,	29	BLOCK 29

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
All Time Bands (to be unblocked)	70	UNBLOCK 70
(i) 00:00 Hrs to 06:00 Hrs,	71	UNBLOCK 71
(ii) 06:00 Hrs to 08:00 Hrs,	72	UNBLOCK 72
(iii) 08:00 Hrs to 10:00 Hrs,	73	UNBLOCK 73
(iv) 10:00 Hrs to 12:00 Hrs,	74	UNBLOCK 74
(v) 12:00 Hrs to 14:00 Hrs,	75	UNBLOCK 75
(vi) 14:00 Hrs to 16:00 Hrs,	76	UNBLOCK 76
(vii) 16:00 Hrs to 18:00 Hrs,	77	UNBLOCK 77
(viii) 18:00 Hrs to 21:00 Hrs,	78	UNBLOCK 78
(ix) 21:00 Hrs to 24:00 Hrs,	79	UNBLOCK 79

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 them ON;

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

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
All Day Type(s) (to be unblocked)	60	BLOCK 60
(i) Monday	61	BLOCK 61
(ii) Tuesday	62	BLOCK 62
(iii) Wednesday	63	BLOCK 63
(iv) Thursday	64	BLOCK 64
(v) Friday	65	BLOCK 65
(vi) Saturday	66	BLOCK 66
(vii) Sunday	67	BLOCK 67
(viii) Public Holiday and National Holiday	68	BLOCK 68