

Information note to the Press (Press Release No. 10/2021)

For Immediate Release

Telecom Regulatory Authority of India (TRAI)

Press release on the temporary suspension of implementation of Content template Scrubbing functionality as per the provisions of Telecom Commercial Communications Customer Preference Regulations (TCCCPR), 2018

New Delhi, ... 09.03.2021- Unsolicited Commercial Communication (UCC) is a major source of inconvenience to public and also impinges on the privacy of individuals. To curb the menace of UCC, TRAI has issued the Telecom Commercial Communications Customer Preference Regulations, 2018 ("TCCCPR, 2018") on 19th July, 2018, which put in place a framework for controlling UCC. The regulations entirely came into force w.e.f. 28.02.2019. The regulation provides for registration of senders, telemarketers, headers, content templates, consent templates, registration of fine-grained subscriber preference etc.

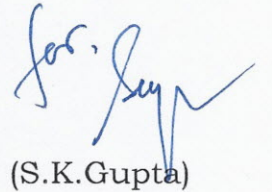
Thereafter, a direction under TCCCPR, 2018 was issued to all Telecom Service Providers (TSPs) on 20.01.2020 to take due measures for onboarding of senders of messages i.e. Principal Entities (PEs). TSPs published the requirements of a new regulatory framework in leading newspapers, from time to time, to inform all PEs to get onboarded. TSPs also notified telemarketers and principal entities regarding the implementation of content template scrubbing and other provisions of TCCCPR, 2018, from time to time.

It has been observed that some of the principal entities have not fulfilled the

requirements as envisaged in Telecom Commercial Communications Customer Preference Regulations, 2018 (TCCCPR, 2018). As a result, their SMS were getting dropped after implementation of the scrubbing of SMS by Telecom Service Providers. In order to protect the interest of consumers, it has been decided that scrubbing of SMS by TSPs shall be suspended temporarily for seven days to enable the principal entities to register the template of SMS so that no inconvenience is faced by the customers.

TSPs are being requested to inform their principal entities to take immediate necessary action in this regard and facilitate their registration including SMS template in a time-bound manner.

In case of any clarification, Shri Asit Kadayan, Advisor (Quality of Services) may be contacted at 011-23230404 or email advqos@traigov.in.



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