

Information Note to the Press (Press Release No 74 /2017)

For Immediate Release

Telecom Regulatory Authority of India

New Delhi, the 14th September, 2017: Telecom Regulatory Authority of India (TRAI) has today released a Consultation Paper on 'Unsolicited Commercial Communication (UCC).

2. Earlier, TRAI has taken several initiatives to curb the problem of Unsolicited Commercial Communication (UCC). In this regard, in year 2010 TRAI issued "Telecom Commercial Communication Customer Preference Regulation, 2010". These regulations were amended, from time to time to deal with the emerging new issues.
3. However, from the analysis of complaints received on regular basis and feedback from various sources, it is observed that problem of Unsolicited Commercial Communication (UCC) still exist. Need was felt to identify the issues and make necessary changes to address the issues.
4. Some of the key problems identified in this regard are:
 - Customers are receiving unsolicited communications despite registering the preference for not to receive such communications.
 - Recently customers are getting new types of unsolicited calls like calls from auto-diallers, robo-calls and silent calls which a customer may find more irritating than voice calls from human being.
 - Presently choices for customers to register for preferences are very broad and limited, there may be need to have higher granularity in the choices.
 - It takes long time of seven days for preferences registered by the customer to come into force.
 - It also takes long time to take action against the UCC complaints.
 - Lakhs of SMS headers have been taken by different content providers for transactional message purposes. Companies, by any means, take consent of the customer and start sending



messages on regular basis. Such consents are used in perpetuity without any time limit.

- No robust mechanism to keep the record of consent so that it is non-repudiable and easily accessible.
 - Customer, in case of any doubt about the content received from the content provider may need to authenticate, for which a system and process may be required.
 - Number of intermediaries between registered telemarketers and content providers who are either not registered or not entered into the agreement with access provider.
5. In view of the above, regulatory framework for UCC is required to be reviewed for appropriate changes in the framework or for introducing new entities or processes required, if any. Accordingly, TRAI has issued this consultation paper to have wider consultation with all the stakeholders. This consultation paper deliberates following issues:
- Analyses of present preference registration system and explores ways and means to make system more effective and efficient.
 - Explores options to provide more choices to the customer for preferences.
 - Registration System for related entities. It explores the possibility of registration of new entities like Content Providers, Aggrgators and Intermediaries.
 - Suggests introducing new entities for Header Assignments, consent recording etc.
 - Issues related to UCC Complaint handling and suggests to make system more efficient e.g. by reducing time-line.
 - Suggests alternative options to make system more effective e.g. by enhanced functionality of Signature Solution, introducing honey pots, Scrubbing as a Service etc.
6. Comments on the issues raised in the consultation paper are invited from the stakeholders by 12th October, 2017 and counter comments, if any, by 26th October, 2017. Full text of the consultation paper is available on TRAI's website (<http://www.trai.gov.in/telecom/qos>).
7. The comments and counter-comments may be sent, preferably in electronic format at advqos@traigov.in. For any clarifications /



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(S.K. Gupta) 14/9/2017

Secretary, In-charge

TRAI