

Consent Template

Guidelines

It would be perfect if you perused the manual before starting your journey to accomplish distinct duties in the implementation.

Consent Template

Standard message that is sent to end users of the enterprise for their consent to receive communications from respective enterprise.

Note: While creating consent template, following details needs to be given

The screenshot shows a web interface for creating a consent template. It is divided into two main sections: 'Add Consent Template' and 'CONSENT TEMPLATE PREVIEW'.
In the 'Add Consent Template' section, there are three required fields:

- Template Name ***: A text input field containing 'TestTemplate_1' with a maximum character limit of 30.
- Brand Name ***: A text input field containing 'Domino' with a maximum character limit of 60.
- Scope of Consent ***: A larger text area containing 'We would like to send updates/offers/trans communications to you' with a maximum character limit of 1000.

Below these fields are two buttons: 'CANCEL' and 'SAVE'.
The 'CONSENT TEMPLATE PREVIEW' section on the right shows a mirror image of the data entered in the left section, with an 'ACCEPT' button at the bottom.

Template Name: Name as per the choice

Brand Name: The product/trade name or if they have multiple brand names

Ex:

→ Enterprise “Jubilant Food Works” owns 3 brand portfolios “Domino’s Pizza; Dunkin’ Donuts & Hong’s Kitchen”.

Scope of consent: Content they want to send to end users (We would like to send communication regarding all marketing offers and events to our registered customers. {opt-out procedure can also be given}). It should not contain any actual message contents.

Ex:

- Would Like to Send Communication Regarding All Marketing Offers and Events to Our Registered Customers
- “ABC Solutions” needs Your Consent in Order to Serve You Better. We May Send You Messages About Your Account Information, Activity and Our Best Offers
- We will send you updates, transactions, recommendations of our services or products being a registered customer with us.

With the above details filled, enterprise can submit the template for approval. There is no limitation for enterprise on creation of no.of consent templates. Post approval by the registrar, enterprise can link these consent template to their content templates in promotional or service.explicit category accordingly (Shown in below snapshot).

Add Content Template

Template Type
 Promotional Transactional Service

Consent Type
 Implicit Explicit

Search Header *

Select Consent Template *

Template Name *

Template Message Type
Text

Template Message * Insert Variable

i You have used 9 characters. This is only a guide, as variable fields may vary in length.

CANCEL SAVE

Add Content Template

Template Type
 Promotional Transactional Service

Consent Type
 Implicit Explicit

*DOMINO

TestTemplate_1

Template Name *
TestTemplate_2

Template Message Type
Text

Template Message * Insert Variable
test templates

i You have used 23 characters. This is only a guide, as variable fields may vary in length.

CANCEL SAVE

CONTENT TEMPLATE PREVIEW
<Service>
test templates



Do's for Consent Template

- Choose short name to a template which is relevant. This helps in choosing right consent template while creating content templates in promotional or service explicit categories.
- Brand name should be relevant to details mentioned in scope of content
- Scope of content should be relevant to mentioned brand & intent of the consent to be mentioned.
- If entity wants to provide opt-out information, that needs to be provided completely.

Ex: "To opt-out, send SMS as STOP to 1234567890"



Don'ts for Consent Template

- Not to use generic names for templates like "template1; etc..".
- Not to mention invalid or irrelevant names under brand. This will be treated as invalid template.
- Not to enter actual message sent to customer, no shot message like "consent; sms to customers; etc..."
- No variable to be used in scope of consent, as variable applicable to content templates only.
- Multiple consents not required by entity unless it is required by enterprise, like example mentioned explaining brand name field.