

Digital Consent Acquisition

User Manual



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1. Digital Consent Acquisition (DCA)

The Digital Consent Acquisition (DCA) process is a mechanism designed to request, manage, and withdraw customer consents in accordance with the procedures outlined in TCCCPR 2018. The collected consents data is shared on the Distributed Ledger Technology (DLT) Platform established under TCCCPR-2018 for Commercial Communications, enabling scrubbing by all Access Providers.

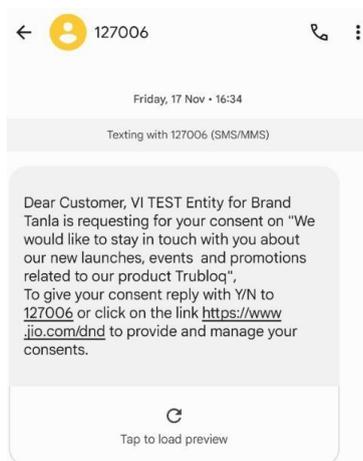
2. Consent Flow for Subscribers

The Subscriber will receive a message from short code 127XXX from their operator. The Subscriber can then reply to that message with Y/N.

Note: The same Consent message will be sent to the subscriber thrice (First time when the consent is initiated and two reminders in the next to consecutive days)

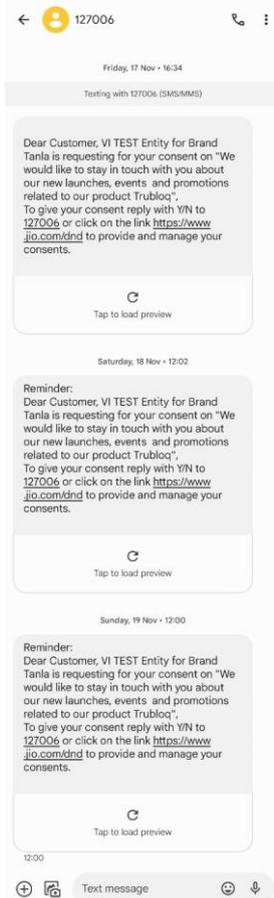
- If the Subscriber replies with Yes, consent is granted for 12 months.
- If the Subscriber replies with No, this consent message also can't be sent to that subscriber for the next 3 months (90 days).
- If the Subscriber doesn't reply even after the reminder messages, this consent message cannot be sent to that subscriber for next 3 months (90 days).

Please find message received:



If the customer does not respond to the consent acquisition message sent as shown above there will be two reminders sent after every 24 hours.

The subscriber does not reply to the reminder messages, this consent message cannot be sent to that subscriber for next 3 months (90 days).



3. Consent template

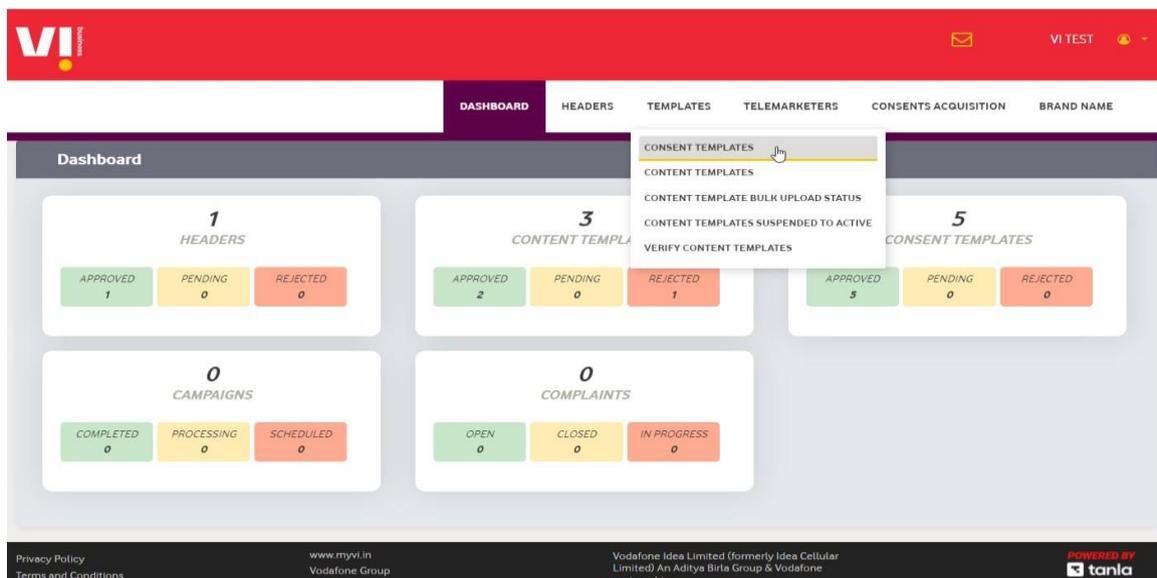
Consent template is a Template that will be stored on the DLT post approval, this Consent Template contains the Name of the Consent Template, Brand name and the Scope of Consent.

The Enterprise name, Brand name and Scope of Consent will be shared with the subscriber as a part of the Consent Acquisition Message. Based on the Scope of Consent, the subscriber will decide whether to give consent or not.

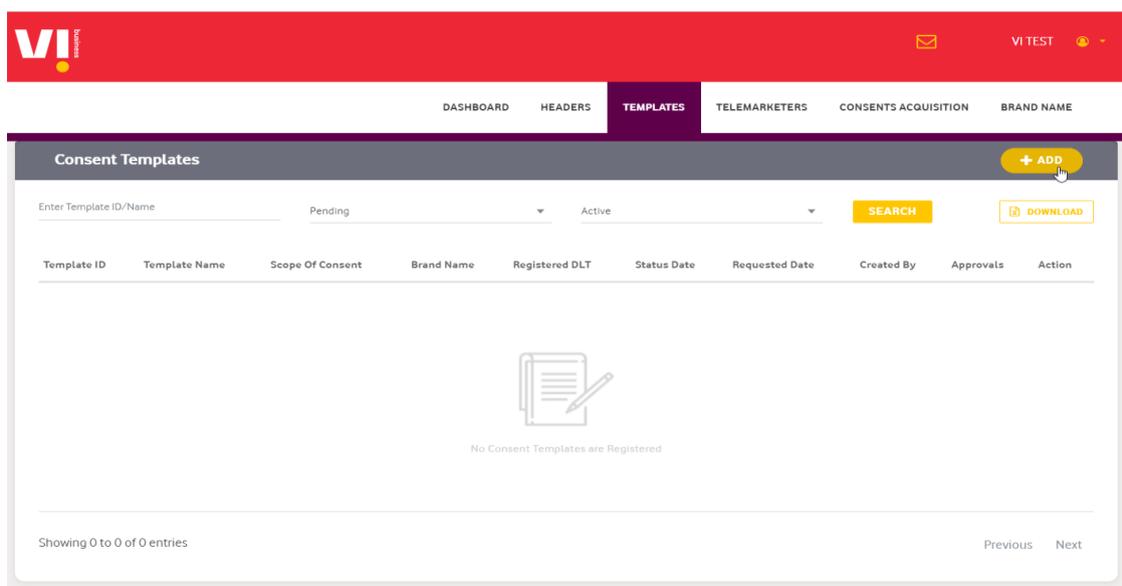
4. Consent Template creation process

Register a consent template on portal:

1. Go to TEMPLATES -> CONSENT TEMPLATES



2. Click on the **+Add** button.



Step3: Enter a Consent template name, give approved brand name, enter the scope of content, and click on save.

VI INSIGHTS

DASHBOARD HEADERS **TEMPLATES** TELEMARKETERS CONSENTS ACQUISITION BRAND NAME

Add Consent Template

[Know more about Consent Template Guidelines](#)

Template Name *

Maximum 30 Characters

Brand Name *

Maximum 60 Characters

Scope of Consent *

Maximum 1000 characters

CONSENT TEMPLATE PREVIEW

Template Name:

Brand Name:

Scope of Consent:

Sample Template :
 Dear Customer, we are pleased on your sign up with [Brand Name] today. To receive exciting promotions and offers on SMS/call, please submit your consent

5. Content template to consent template mapping.

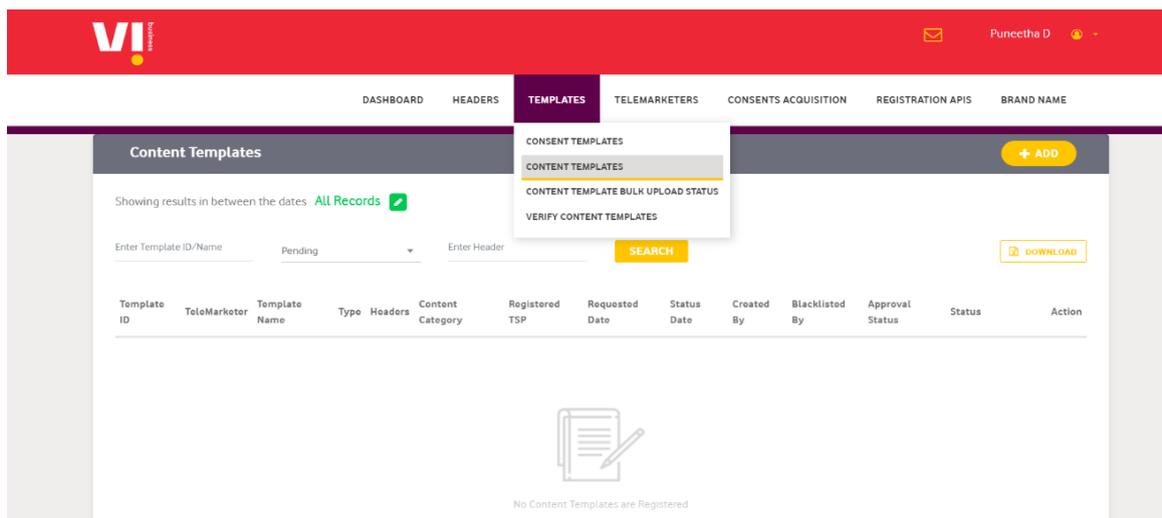
This process is post the approval of consent template by the registrar; enterprise can link these consent templates with choice of content templates (promotional/ Service Explicit category only).

Two methods for content template mapping to consent template mapping

- a. Mapping approved consent template while registering new content template.
- b. Mapping to an already approved content template.

Method 1: While Registering content template on portal.

Go to Templates-> Content templates. Click on **+Add**.



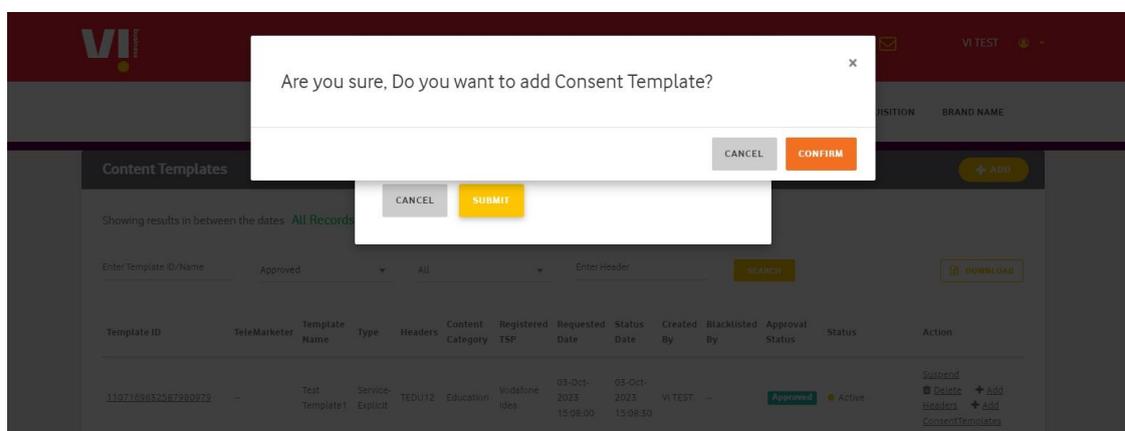
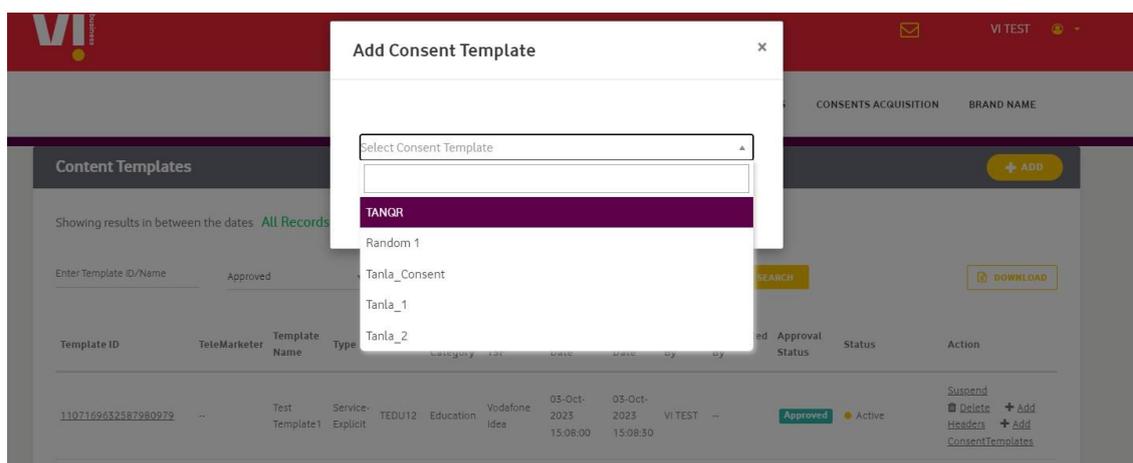
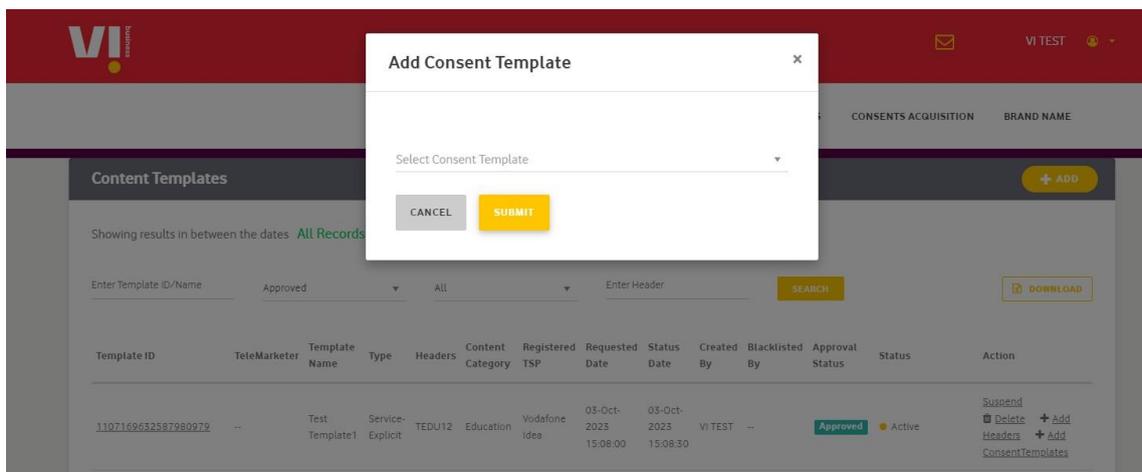
Click on Add for registering new content template mapping the approved consent template and brand name as shown below. This process is common across promotional and Service explicit for both single and bulk registration.

Method 2: Go to Templates-> Approved content template for mapping the consent template and brand name as shown below.

Click on Add consent template highlighted.

Template ID	TeleMarketer	Template Name	Type	Headers	Content Category	Registered TSP	Requested Date	Status Date	Created By	Blacklisted By	Approval Status	Status	Action
1107169652587980979	--	Test Template1	Service-Explicit	TEDU12	Education	Vodafone Idea	05-Oct-2023 15:08:00	05-Oct-2023 15:08:30	VI TEST	--	Approved	Active	Suspend, Delete, Add Headers, Add consent Templates
1107169510584241108	--	Thank Sms On Placing Order	Service-Implicit	TEDU12	Food And Beverages	Vodafone Idea	19-Sep-2023 12:14:05	--	VI TEST	--	Approved	Active	Suspend, Delete, Add Headers

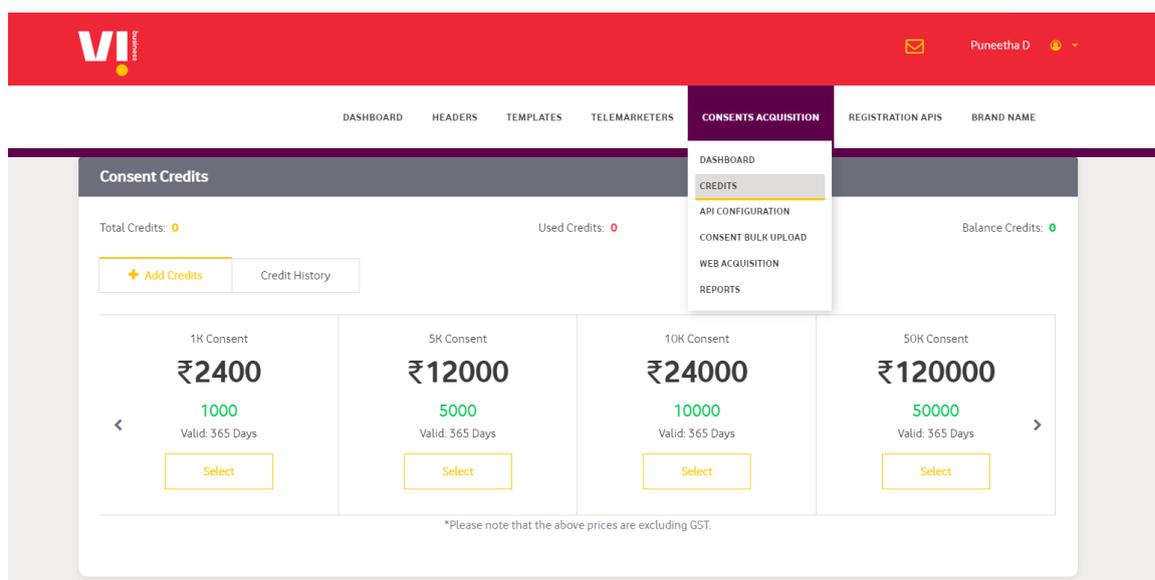
Choose the approved consent template from the dropdown and submit.



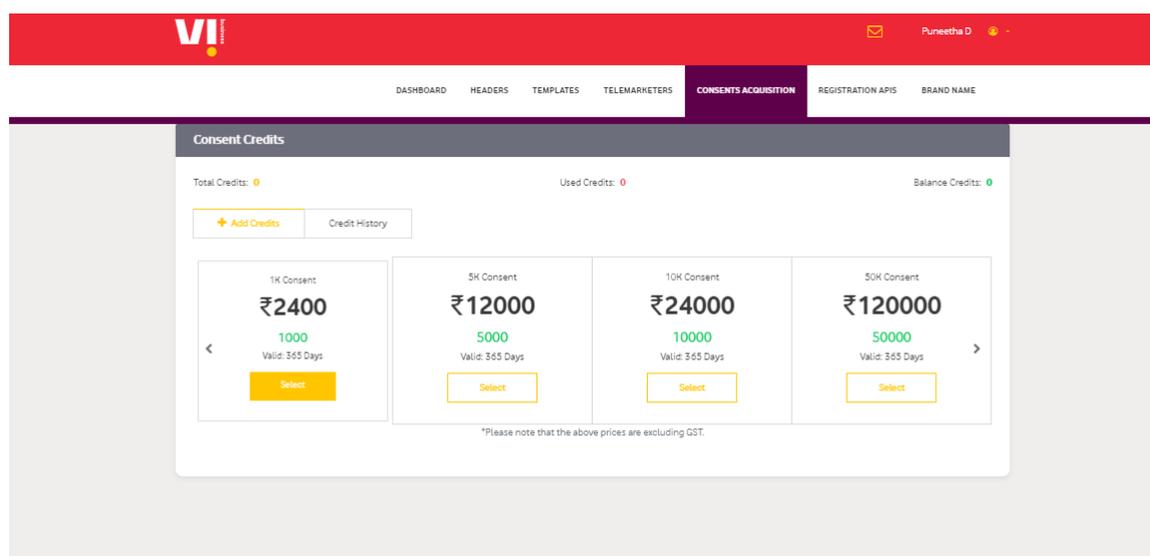
6. Consent Credits – Purchase of credits.

To Initiate consent acquisition messages to subscribers, you need consent credits.

Step 1: Go to CONSENTS ACQUISITION -> CREDITS.



Step 2: Select the credit pack required, post selection you will be redirected to payment page, pay the necessary amount to acquire credits.



Note: One consent credit will be deducted per consent acquisition request sent to a subscriber.

7. Types of Digital consent Acquisition.

Consent can be obtained from a subscriber in 4 ways:

1. Consent Acquisition via API

- Initiate a consent request on subscriber's number through an API.

2. Consent Acquisition via QR code

- Display your QR code associated to a consent template, so that a subscriber initiates the request.

3. Consent Acquisition Web

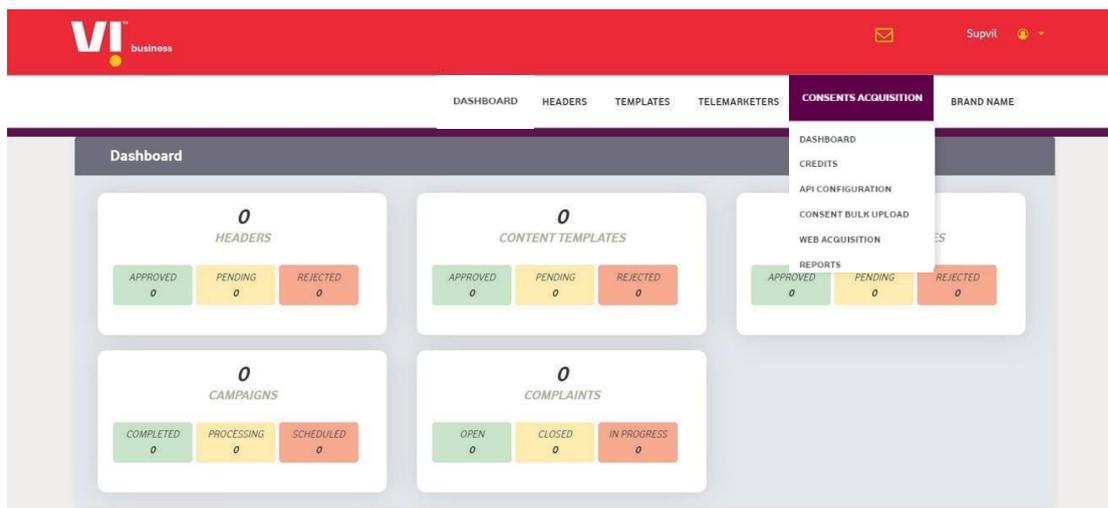
- Initiate a consent request on a subscriber's number by selecting a Consent Template and entering his mobile number on the portal.

4. Consent Acquisition Bulk upload

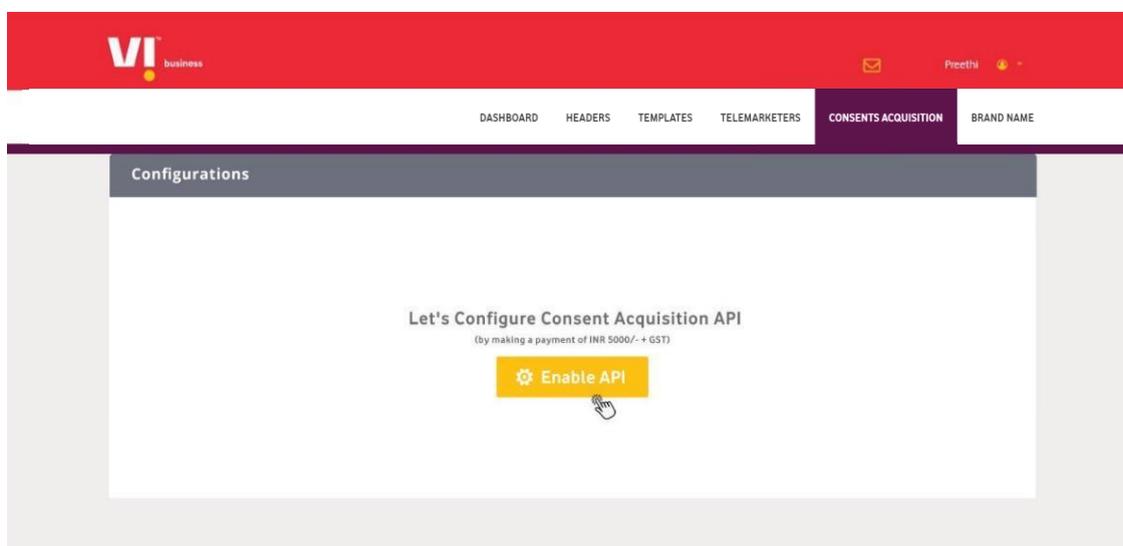
- Initiate a consent request to multiple mobile number by uploading a file with all numbers you would like to acquire the consents from on the portal

8. Consent Acquisition via API

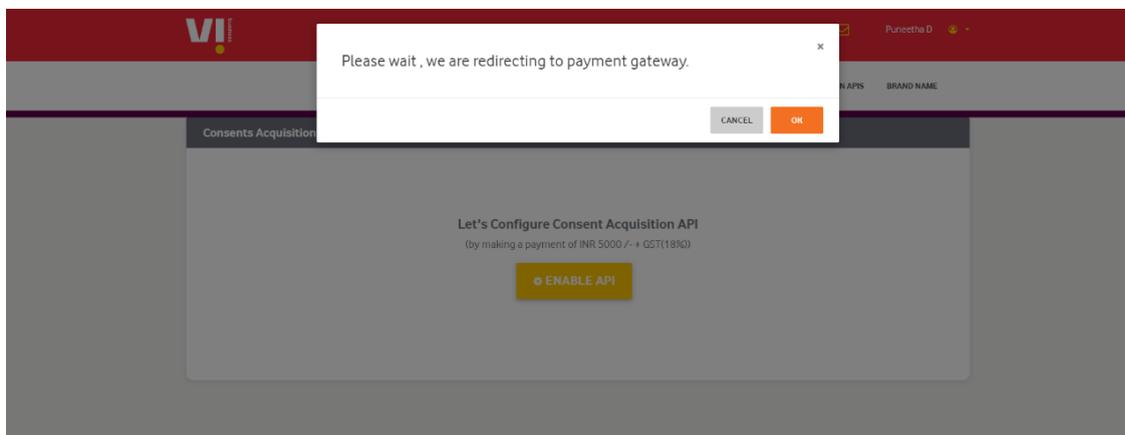
Consent API can be integrated with the website, Applications, POS Machine of the Principal entity which can further help to send consent acquisitions messages to subscribers.



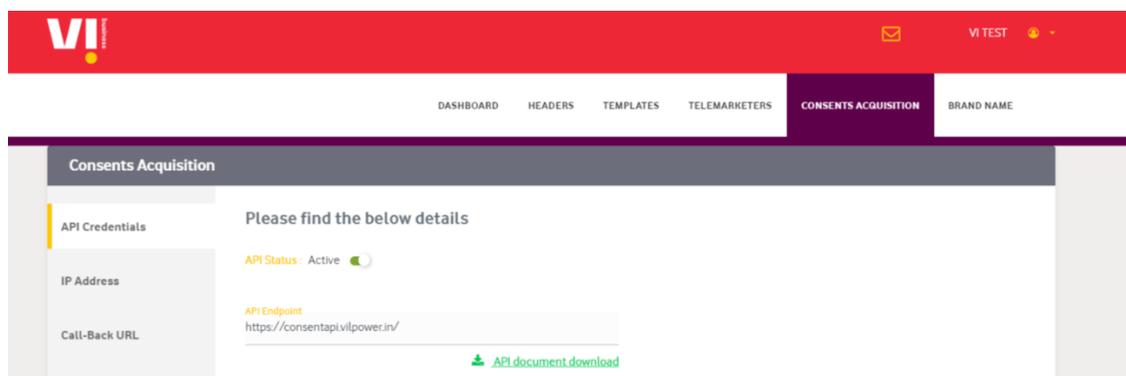
Step 1: Enable the APIs on the Portal, go to CONSENTS ACQUISITION -> CONFIGURATION.



Step 2: Click on OK it will redirect to the payment page & pay the required amount to enable the API.

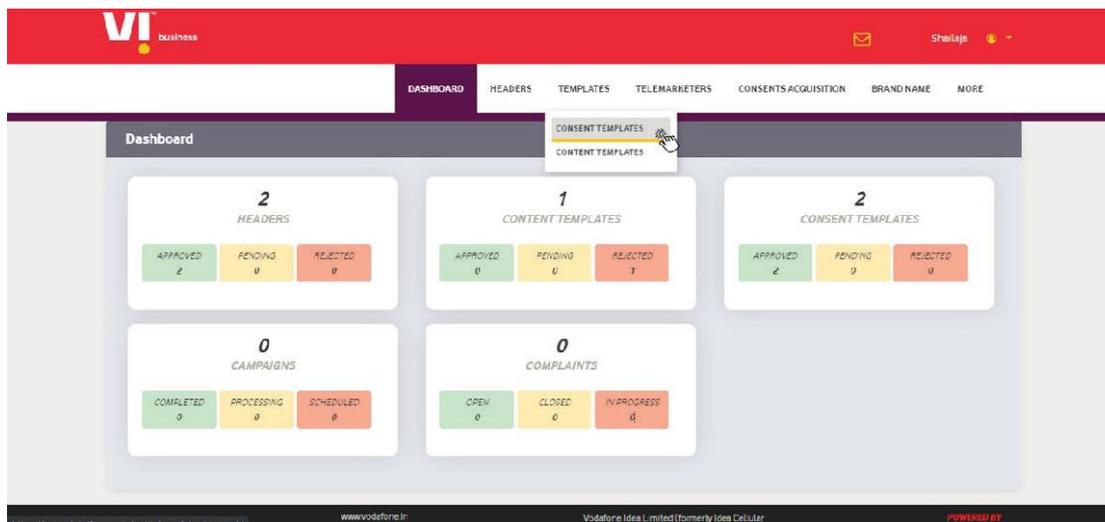


API document is available on the portal: this document describes the API details to be integrated by the Enterprises to send consent acquisition via QR code.

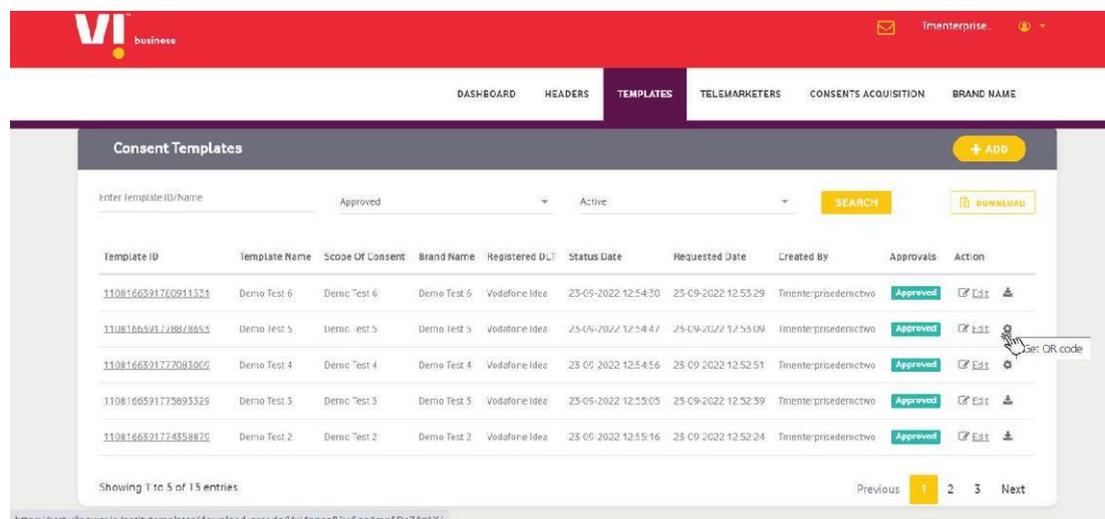


9. Consent Acquisition via QR code.

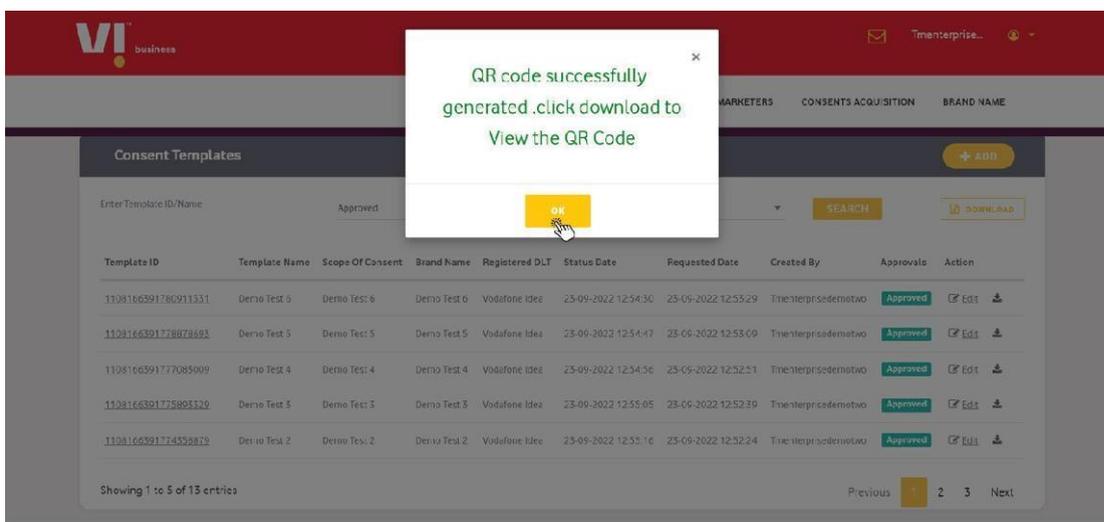
Step 1: Go to TEMPLATES -> CONSENT TEMPLATES.



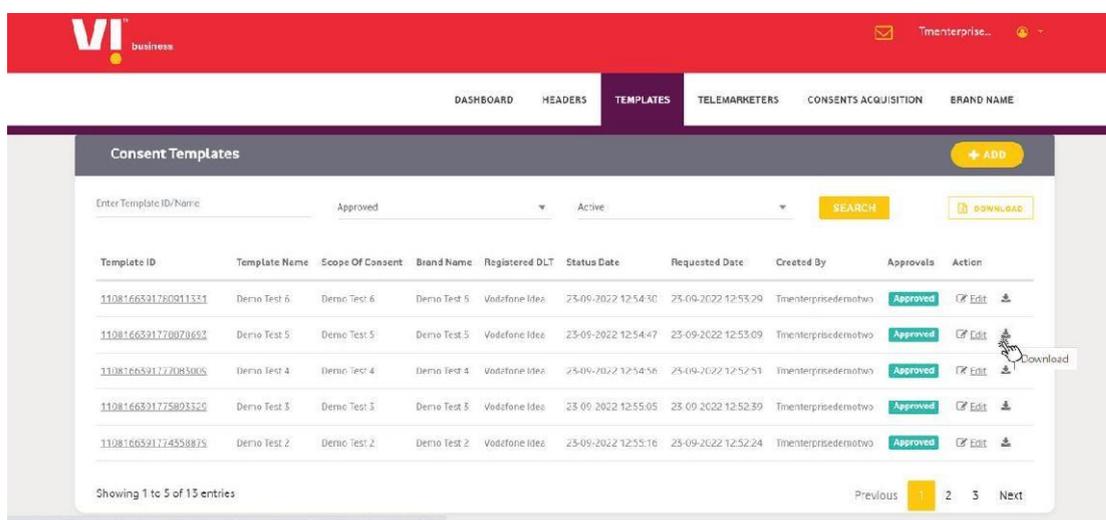
Step 2: To Generate QR code for any consent template, click on get QR code.



Step 3: QR code will get generated as shown in the below image.



Step 4: Click on download to get the QR code.



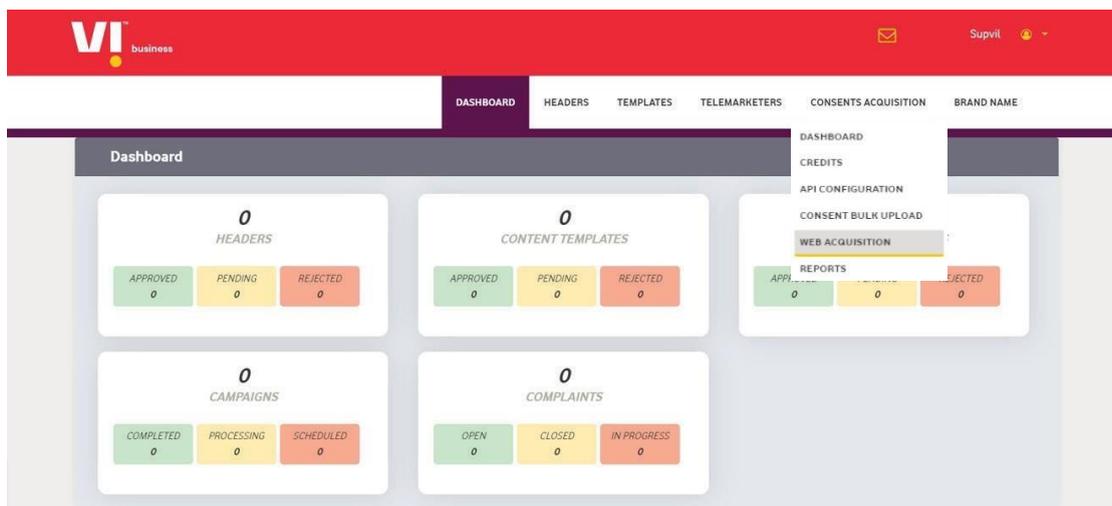
Generated QR Code



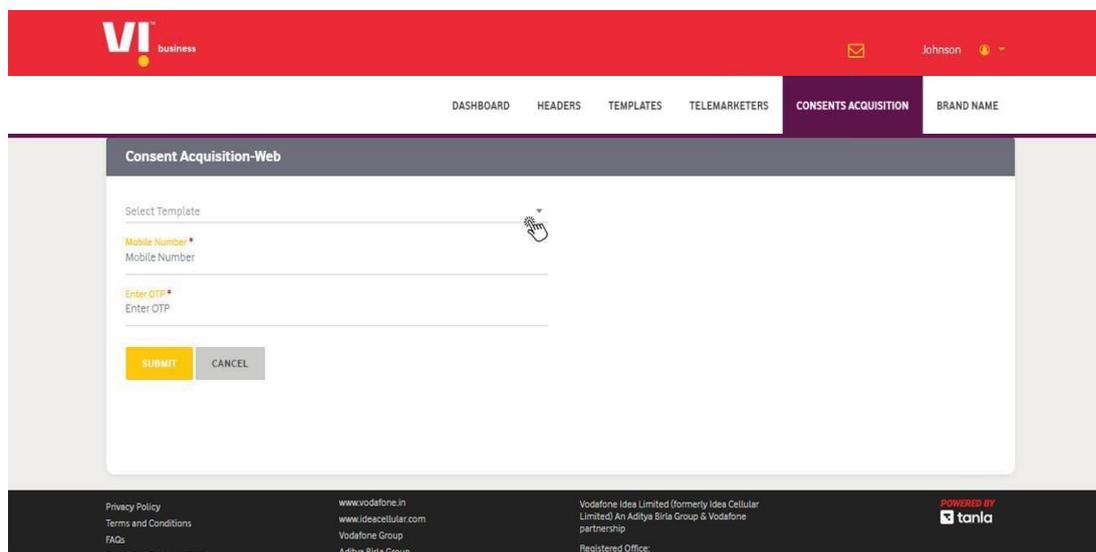
Once the subscriber scans the QR code, he will be redirected to a page with details of your consent template and option to share his mobile number. Once the subscriber authenticates with OTP, he will receive a consent acquisition message from 127XXX.

10. Consent Acquisition via Web.

Step 1: Go to CONSENT ACQUISITION → WEB ACQUISITION



Select the consent template that you want to use:



Step 2: Choose the approved consent template.

The screenshot shows the 'Consent Acquisition-Web' interface. At the top, there is a red header with the 'VI business' logo and a user profile 'Johnson'. Below the header is a navigation bar with tabs: DASHBOARD, HEADERS, TEMPLATES, TELEMARKETERS, CONSENTS ACQUISITION (active), and BRAND NAME. The main content area is titled 'Consent Acquisition-Web' and contains a 'Select Template' dropdown menu. The dropdown is open, showing 'content templates' as the selected option. Below the dropdown are two input fields labeled 'Enter OTP*' and 'Enter OTP', and two buttons: 'SUBMIT' and 'CANCEL'. At the bottom of the page, there is a footer with links for Privacy Policy, Terms and Conditions, FAQs, and Registration Process Mobile. It also includes website URLs (www.vodafone.in, www.idealcellular.com), company information (Vodafone Idea Limited, Aditya Birla Group, Vodafone Group, Aditya Birla Group), and a 'POWERED BY tanla' logo.

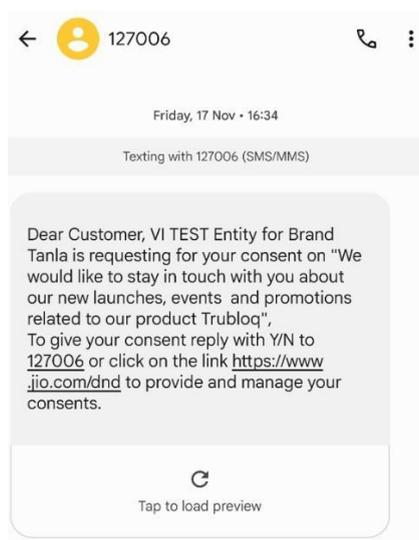
Step 3: Brand name & scope of consent will be displayed. Enter the mobile number and click on generate OTP.

The screenshot shows the 'Consent Acquisition-Web' interface after selecting a template. The 'content templates' dropdown is now closed. Below it, there are two input fields: 'Brand Name' with the value 'Brandnames' and 'Scope of the consent' with the value 'Scope of content is consents upload'. Below these is a 'Mobile Number' field with the value '8541461418'. To the right of the 'Mobile Number' field is a 'Generate OTP' button. Below the 'Mobile Number' field are two input fields labeled 'Enter OTP*' and 'Enter OTP', and two buttons: 'SUBMIT' and 'CANCEL'. The footer is the same as in the previous screenshot.

Step 4: Enter the OTP received by the subscriber and click on submit.

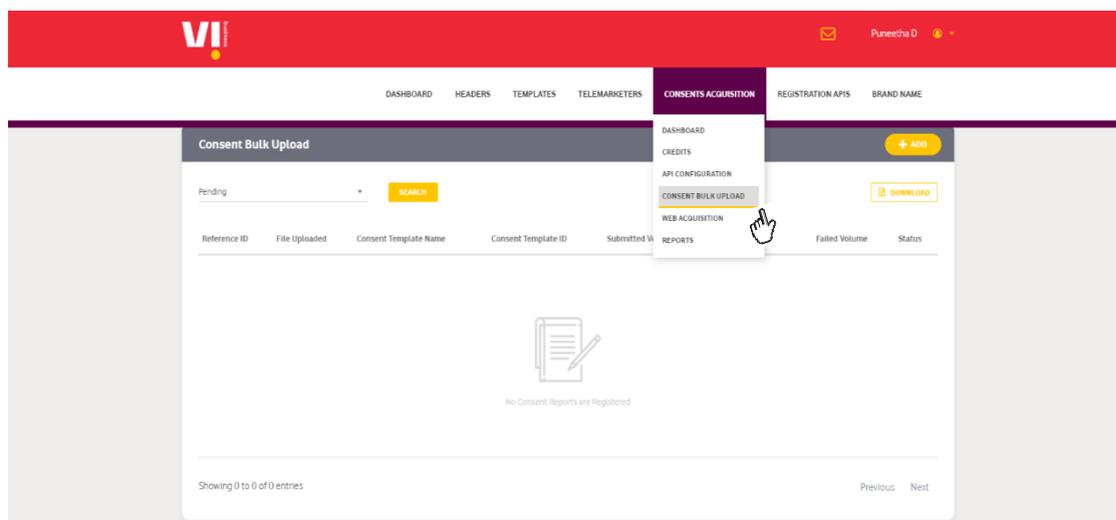
Step 5: On submit, consent flow will be initiated for the subscriber and a consent acquisition message will be sent to the subscriber from short code 127XXX from their operator. The Subscriber can then reply to that message with Y/N.

Please find the image message reference.

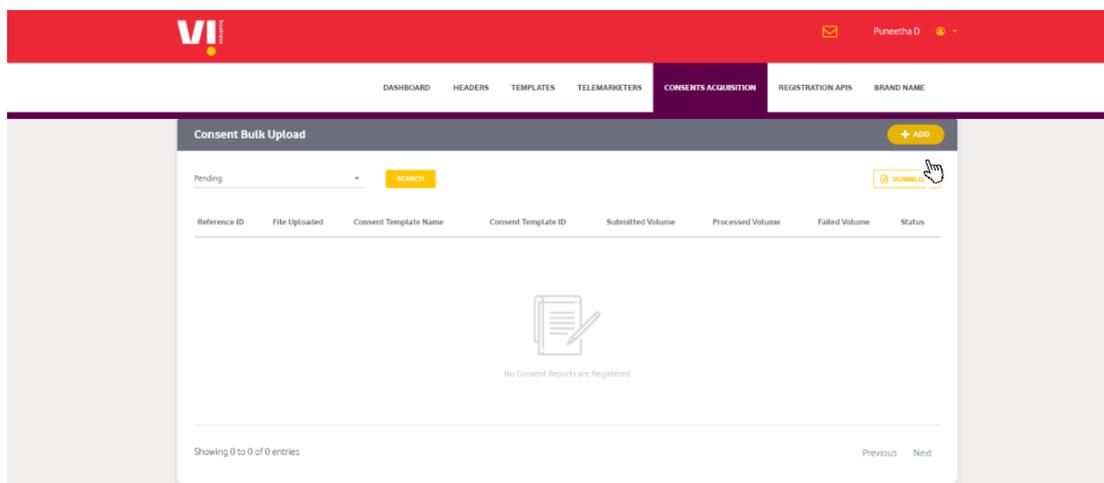


11. Consent Acquisition Bulk Upload

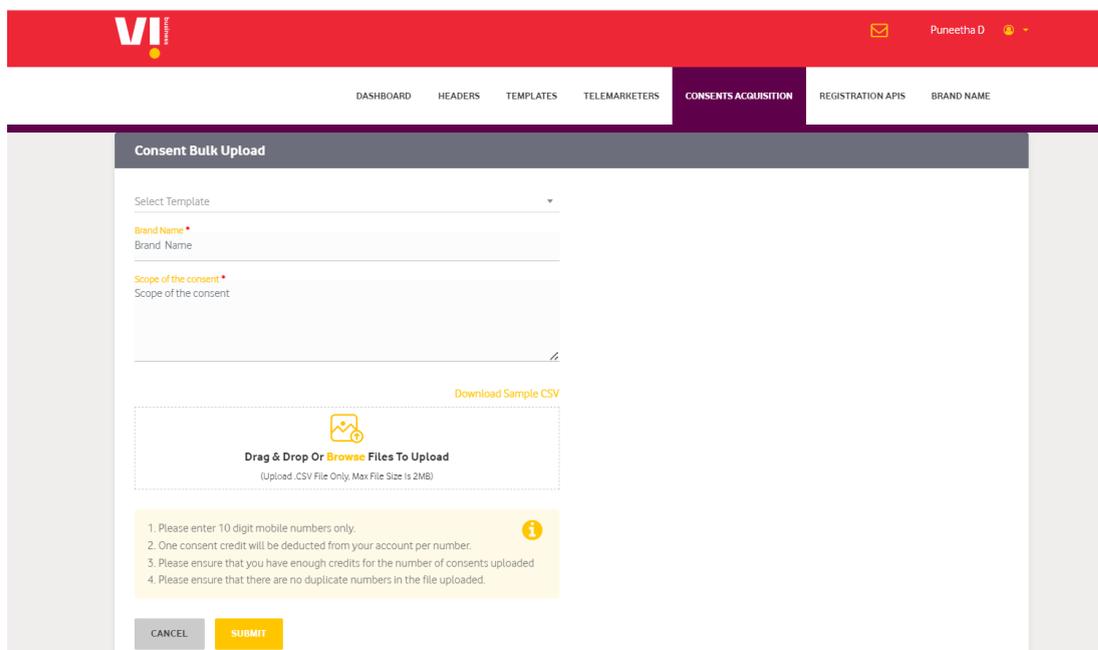
Step 1: Go to CONSENT ACQUISITION -> BULK UPLOAD.



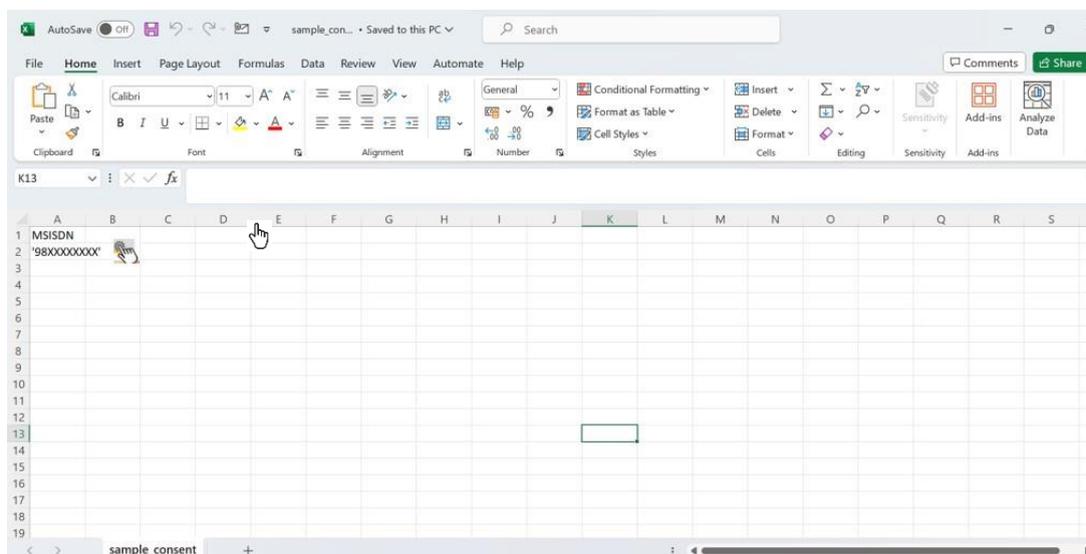
Step 2: Click on the Add button.



Step 3: Select the approved consent template from the dropdown menu, brand and scope of content will be displayed.



Step 4: Download the sample CSV file and upload the 10 digit- mobile numbers in the format shown below.



Important:

1. Upload only CSV file.
2. Max file size should be 2MB.
3. Kindly add only 10-digit mobile numbers.
4. For every number 1 consent credit will be deducted from your account.
5. Verify that you have sufficient credit for the number uploaded.
6. Ensure that the uploaded file has no duplicate numbers.
7. Please ensure you have enough credits to process and send Consent Acquisition messages to all the number uploaded.
8. Please purchase credits or minimize the numbers uploaded in file.

Reconfirmation pop-up

Verify the numbers uploaded against the credits available for sending messages to acquire consent. Credits will be deducted from the account for every consent message sent.

12. Dashboard

You can download the data/ receive the same data regarding all the consents in the Dashboard page. Click on the any (Pending, Active, revoked, expired& rejected) counts data will be sent to your registered mail id.

S.No	Template ID	Template Name	Pending	Active	Revoked	Rejected
1	1108164076587497486	MohitBankConsent	3338	0	0	0
2	1108165727992043982	Test Consent2	1	0	0	0
3	1108165727993889170	Test Consent3	1	0	0	0

13. Reports

Data requested on dashboard page for download will also reflect on the reports page on portal for the next 24 hours.

S.No	Requested On	Template Id	Template Name	Consent Status	Action
1	Sep-28-2022	1108164076587497486	MohitBankConsent	Pending	Completed
2	Sep-26-2022	1108165727992043982	Test Consent2	Pending	Completed
3	Sep-23-2022	1108164076587497486	MohitBankConsent	Pending	Completed
4	Sep-23-2022	1108164076587497486	MohitBankConsent	Expired	Completed
5	Sep-23-2022	1108164076587497486	MohitBankConsent	Pending	Completed

14. FAQ's

1. What is DCA?

The Digital Consent Acquisition (DCA) process is a mechanism designed to request, manage, and withdraw customer consents in accordance with the procedures outlined in TCCCPR-2018. The collected consent data is shared on the Distributed Ledger Technology (DLT) Platform established under TCCCPR-2018 for Commercial Communications, enabling scrubbing by all Access Providers.

2. How many ways can consent be acquired?

Principal Entities can acquire consent from Subscribers through four methods:

- a) Consent Acquisition API
- b) Consent Acquisition Web
- c) Consent Acquisition via QR code
- d) Consent Acquisition – Bulk Upload

3. Is API integration mandatory?

No, it is not mandatory. You have the option to initiate the Digital Consent Acquisition process by purchasing Consent Credits and utilizing the Bulk upload feature to send Consent Acquisition messages to subscribers.

4. What is the validity of the acquired consent?

The validity of a successful consent acquired is one year.

5. Is there a common short code for consent-seeking messages?

Subscribers will receive Consent Acquisition messages from the short code 127XXX from their respective operators.

6. Is there a deadline for implementing DCA from TRAI?

Yes, the deadline for implementing the DCA process for Telcom operators was 30th September 2023.

7. What happens to consents acquired earlier in non-DCA mode?

All consents acquired through the process of DCA (Digital Consent Acquisition) are valid; others are nullified.

8. Is DCA mandatory by TRAI?

Yes, DCA is mandatory as per TRAI regulations.

9. If a customer replies "N" to the short code, what is the timeline to resend the consent?

The same consent Acquisition cannot be sent to the same customer for the next 90 days.

10. Is there a bulk consent acquisition process?

Yes, a bulk consent acquisition process is available for Principal Entities.

11. Is whitelisting of IPs chargeable?

No, whitelisting of IPs is not chargeable.

12. Is creating consent templates chargeable?

No, the creation of consent templates is not chargeable.

13. Is the QR code generated the same across enterprises, or is it unique for each consent template?

A unique QR code will be generated for each of the approved Consent Templates, the same can be downloaded from the portal.

14. What is the validity of the Consent Acquisition message being sent?

The customer will initially receive a Consent Acquisition message, followed by two reminders issued at 24-hour intervals. The reply window for the customer remains open for 24 hours after the last reminder, culminating in a total response period of 72 hours from the time of receiving the Consent Acquisition message.

15. Can we check the responses of customers who have opted?

Responses and the status of each of the Consent Acquisition messages sent can be checked on the Dashboard on the portal.

16. If a customer is in Full DND, can they receive the consent acquisition message?

Yes, customers in Full DND can receive the consent acquisition message.

17. Does DCA affect transactional and service implicit messages?

No, DCA does not affect Transactional and Service-Implicit messages. DCA will affect only Service-Explicit and Promotional messages.

18. Is acquired consent applicable to all products of the entity or should it be specific to each product?

As per TRAI mandate, the scope of consent must be very precise to the specified product or service.

19. Can we change the scope of the acquired content, and does it require consent again?

The scope of an approved Consent Template cannot be changed.

20. Is there a limit on Bulk consent Acquisition?

Fifty thousand numbers can be uploaded in a single file for acquiring consent in bulk.

21. Can a Subscriber revoke a consent?

Subscribers can login into their respective Telecom operators' portals to manage their consents.

22. What can happen after a Consent Acquisition message is sent to a Subscriber?

- a) If the subscriber responds with "Y", the consent is considered *successful*, and the consent will be active for the next 12 months.
- b) If the subscriber responds with "N", the consent is considered *rejected*, and the same consent message cannot be sent to that subscriber for the subsequent 90 days.
- c) If the subscriber does not respond even after receiving reminder messages (within 72 hours), the consent is considered *expired*, and the same consent message cannot be sent to that subscriber for the subsequent 90 days.

Thank you.