



Digital Consent Acquisition and Scrubbing

Content

- | | |
|--|---------------------|
| 1. Introduction | - Page 2 |
| 2. What is consent template? | - Page 3 |
| 3. How to create consent template | - Page 3,4 |
| 4. How to Link content & consent template | - Page 5,6 |
| 5. Acquisition of Digital Consent | - Page 5,6 |
| 6. Credit Management for PE | - Page 7,8,9 |
| 7. End user Consent Management | - Page 10,11 |
| 8. Benefits of Digital consent acquisition | - Page 12 |

Introduction

According to TCCCPR 2018 (TRAI Regulation for curbing Unsolicited Commercial Communications), consent means any voluntary permission given by the subscriber to Principal Entity (PE) to receive commercial communication related to specific purpose, product, or services Process/Terms to acquire consents. The TCCPR regulation frames protocol in which the Consent Registration Function (CRF) works. Some of the salient features are enclosed below.

1. Record consent via Customer Consent Acquisition Functionality on Consent Register, on its own or through its agents, to facilitate consent acquirers to record the consent taken from the customers in a robust manner which is immutable and non- repudiable and as specified by relevant regulations;
2. Presenting content of consent acquisition template to the customer before taking consent;
3. Taking agreement to the purpose of consent and details of sender;
4. Authenticate customer giving the consent through OTP;
5. Record revocation of consent by the customer via revoke request in a robust manner which is immutable and nonrepudiable and as specified by relevant regulations;

What is Digital Consent?

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.

What is consent template?

Consent template means a template of content which is presented to the customer while acquiring his consent and clearly mentions purpose of the consent and details of sender.

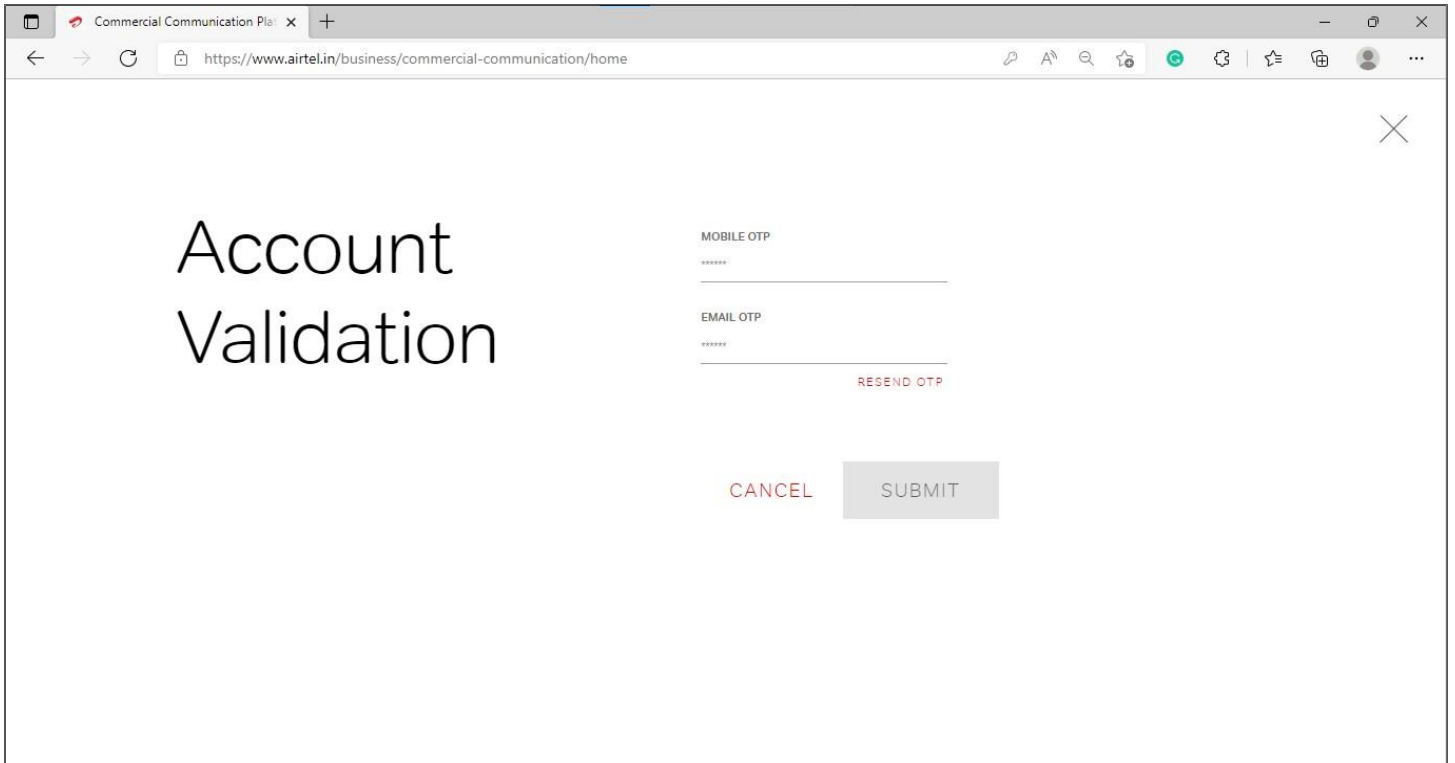
Available modes of acquiring Digital consent from customer?

- Consent Acquisition via QR code
- Consent Acquisition Web
- Consent Acquisition API

How to create consent template

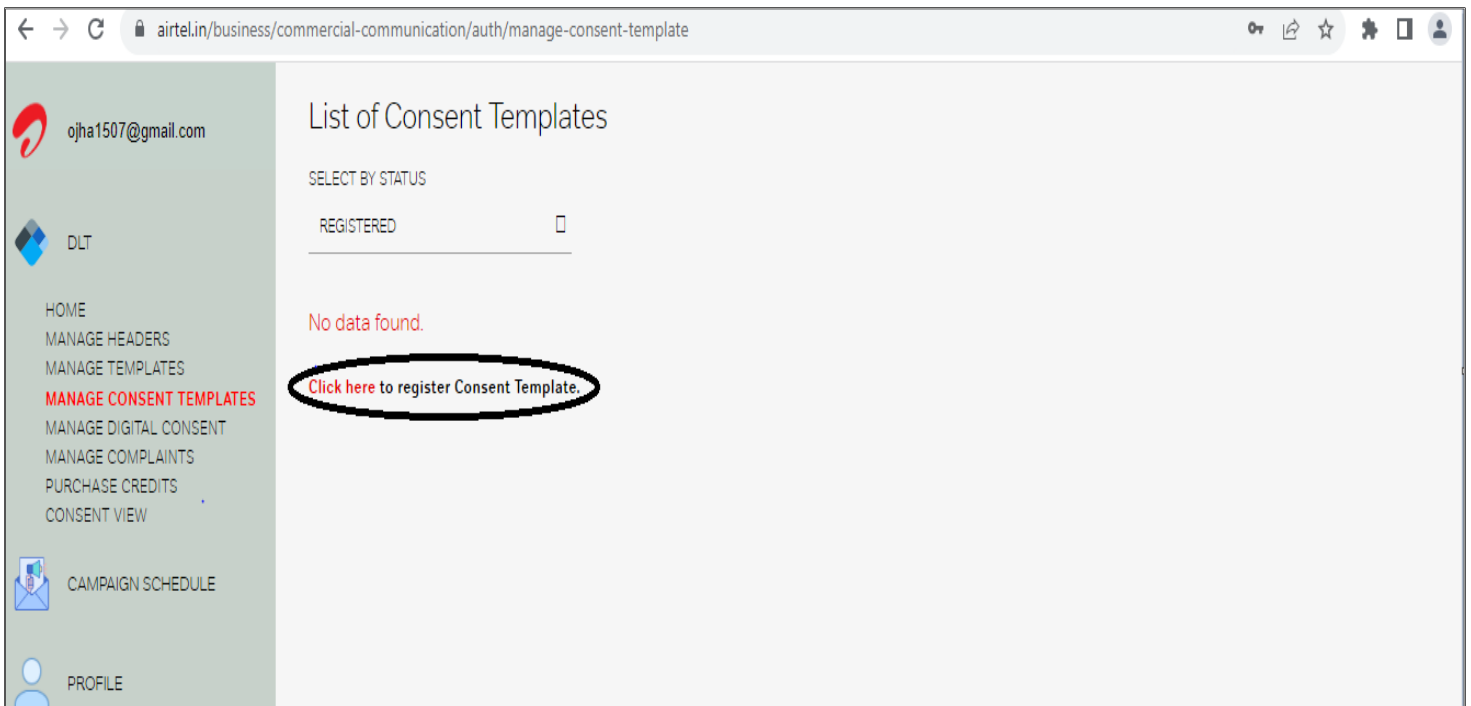
1. One can create the consent template by visiting our DLT portal <https://www.dlt.airtel.in> or <https://www.airtel.in/business/commercial-communication/home>

2. On the website, enter the username, password and the OTPs sent on registered mobile number and email ID



The screenshot shows a web browser window with the URL <https://www.airtel.in/business/commercial-communication/home>. The page title is "Account Validation". On the right side, there are two input fields labeled "MOBILE OTP" and "EMAIL OTP", each with a masked input (*****). Below these fields is a "RESEND OTP" link. At the bottom, there are two buttons: "CANCEL" and "SUBMIT".

3. Under Manage Consent Templates – PE can create Consent template by clicking “**Click here to register consent Template.**”



The screenshot shows a web browser window with the URL <airtel.in/business/commercial-communication/auth/manage-consent-template>. The page title is "List of Consent Templates". On the left side, there is a sidebar menu with the following items: HOME, MANAGE HEADERS, MANAGE TEMPLATES, **MANAGE CONSENT TEMPLATES** (highlighted in red), MANAGE DIGITAL CONSENT, MANAGE COMPLAINTS, PURCHASE CREDITS, and CONSENT VIEW. Below the sidebar menu, there is a "CAMPAIGN SCHEDULE" link and a "PROFILE" link. In the main content area, there is a "SELECT BY STATUS" section with a "REGISTERED" button. Below this, there is a message "No data found." and a link "Click here to register Consent Template." which is circled in red.

4. Below window will open where PE can create consent template by entering brand name, consent text & Template name.

Consent Template Registration

Consent Template Registration Form(Please enter content in English)

BRAND NAME* VIEW SAMPLE CONSENT TEMPLATES DESELECT CONTENT

Please Enter Brand Name

Character length 0

CONSENT TEMPLATE TEXT*

Please Enter Consent Template Text

Character length 0

TEMPLATE NAME*

Please Enter Alias Name

Character length 0

SUBMIT

5. PE can check approved consent template on DLT under manage digital consent option. Please see below.

List of Consent Templates

SELECT BY STATUS

REGISTERED ☐

Search Template Name Search Template DLT Id Search Brand Name Search Consent Template Te

SI. No.	Template Name	Consent Template DLT Id	Brand name	Consent Template Text	Request Date	Status
1	QR Code Template 1	1008610997109605738	Airtel QR	This is a test message for validating the Digital consent for the Bharti Airtel enterprises. We would be sending the promotional and services communication, requesting your approval	Feb 23, 2022	REGISTERED
2	Default consent temp	1008702085200263425	Airtel	Hi, Airtel would like to share service updates & promotional offers on its product and services available for your number. To give your consent, click %%	Aug 4, 2021	DEREGISTERED
3	Testing_123	1008053493542283135	Airtel	Hi, Airtel would like to share service updates & promotional offers on its product and services available for your number. To give your consent	Aug 24, 2021	REGISTERED
4	Commercial Comm	1008484413000121195	Bharti Airtel	Dear Subscriber, requesting your consent for sending the commercial communication w.r.t our products	Nov 16, 2023	REGISTERED
5	QR Code	1008761566942775643	Airtel	This is a test consent template for the purpose of verifying the Digital consent. The consent template will be tested through the QR code functionality.	Jan 21, 2022	REGISTERED

Click here to register Consent Template.

6. Post approval of consent template PE needs to be linked their registered Promotional & service explicit category templates with approved consent template id by clicking add button as shown below.

[←](#) [→](#) [↺](#) [airtel.in/business/commercial-communication/auth/manage-digital-consent](#)

DLT

List of Consent Templates


Search Template Name
Search Template DLT Id
Search Brand Name
Search Consent Template Te

Sl. No.	Template Name	Consent Template DLT Id	Brand name	Consent Template Text	Status	Qr Code	Raise Request
1	Testing_123	1008053493542283135	Airtel	Hi, Airtel would like to share service updates & promotional offers on its product and services available for your number. To give your consent	ACTIVE	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> DOWNLOAD EMAIL </div>	SUBMIT
2	QR Code Template 1	1008610997109605738	Airtel QR	This is a test message for validating the Digital consent for the Bharti Airtel enterprises. We would be sending the promotional and services communication, requesting your approval	ACTIVE	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> DOWNLOAD EMAIL </div>	SUBMIT
3	QR Code	1008761566942775643	Airtel	This is a test consent template for the purpose of verifying the Digital consent. The consent template will be tested through the QR code functionality.	ACTIVE	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> DOWNLOAD EMAIL </div>	SUBMIT

CAMPAIGN SCHEDULE

 PROFILE

1. **QR Code:** The QR code can be downloaded or emailed by the PE. The QR code can then be scanned by the end user to give his preference.



DIGITAL CONSENT

PE Name

neworg

Brand Name

TRENDS

This is new brand.


Mobile Number

SEND OTP

Enter OTP

Captcha

B P s 8 b t



Enter Captcha

SUBMIT

- 6

← → ↻ 🔒 https://www.airtel.in/business/commercial-communication/auth/qrcode-consent?encData=MTAwMTA5NjExMzQ3NTQ...

airtel

Hello

DIGITAL CONSENT

HOME
REQUEST FOR DELIVERY FUNCTION
MANAGE HEADERS
MANAGE TEMPLATES
MANAGE CONSENT TEMPLATES
MANAGE DIGITAL CONSENT
MANAGE SCRUBBING
CREDIT MANAGEMENT
MANAGE SUB-USERS
CONSENT VIEW
UPDATE PROFILE
CONTACT US
CHANGE PASSWORD
LOGOUT

PE Name Bharti Airtel Limited

Brand Name promotional offers on its product and services available for your number. To give your consent

Hi, Airtel would like to share service updates

Mobile Number

Enter OTP

3. **Using API:** The API option for digital consent is also available and the API specification details can be acquired from the Airtel business partner by the PE.

Consent API can be integrated with the website, Applications, POS Machine of the Principal entity which can further help to send consent request to end user.

Credit Management for PE

1. Post login on DLT, need to click on credit management from the side menu
2. Click on Purchase Credit to buy credit points for consent.

airtel.in/business/commercial-communication/auth/credit-management/credit-pack-list

My credit packs

SELECT ENTITY

PURCHASE CREDIT **DOWNLOAD INVOICE**

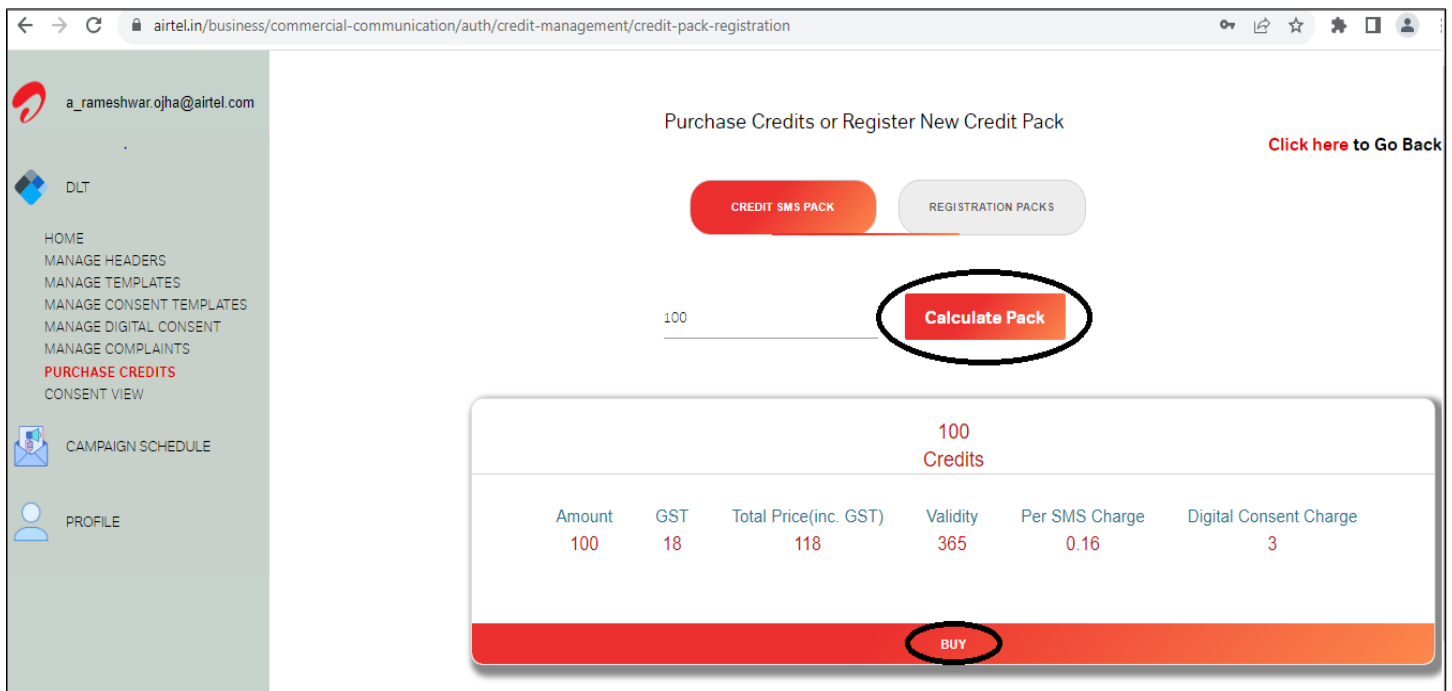
601
Total
Total

445 Balance 74% | 93 Consumed 16% | 63 In-Progress 10%

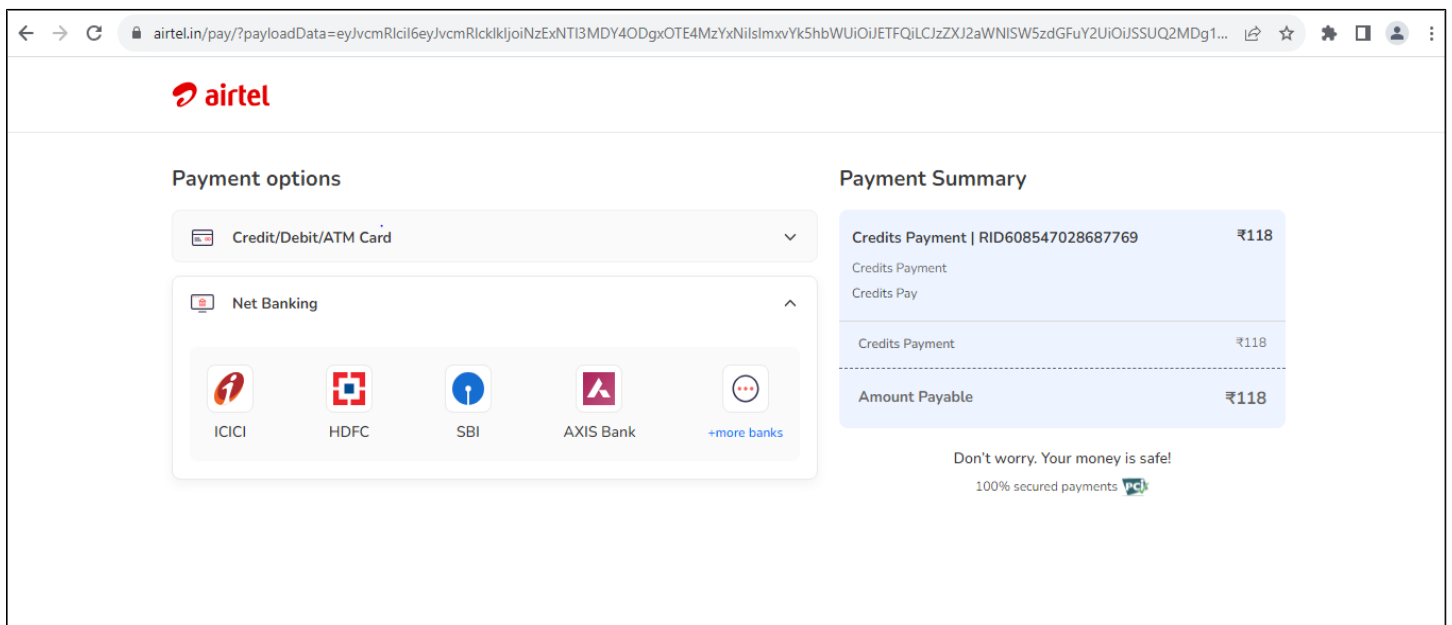
SEARCH BY PACK NAME | SEARCH BY PACK CREDITS | SEARCH BY PACK PRICE | SELECT BY STATUS

Sl. No.	Reference Id	Pack Name	Credits	Pack Price + GST(18%)	Validity	Payment Status	Status	Created Date	Trans History
1	RID186532302598263	Testing Pack	1	2	365 Days	PAYMENT_COMPLETED	ACTIVE	2022-12-20 07:03 PM	VIEW

3. Customer can put any amount to buy credits in account by minimum denomination of RS/-100
4. Need to click on calculate pack post declare the recharge amount to calculate total amount.



- After clicking on Buy option, new window will get open for the payment.
- PE can do online payment VIA Card or Net Banking during credit purchase.



- After payment order id will reflect on page then PE will click on check status option on same page for details.

HOME
REQUEST FOR DELIVERY FUNCTION
MANAGE HEADERS
MANAGE TEMPLATES
MANAGE CONSENT TEMPLATES
MANAGE DIGITAL CONSENT
MANAGE COMPLAINTS
MANAGE SCRUBBING
CREDIT MANAGEMENT
MANAGE SUB-USERS
CONSENT VIEW
UPDATE PROFILE
CONTACT US
CHANGE PASSWORD
LOGOUT

Thank you!

Your payment has successfully completed.
Your Order ID is **6918474098457919488**
It may take an hour to replicate on status page.
You may track the status under **MANAGE MY CREDITS PACKS** option.

CHECK STA

8. A New window will open where PE will get details of purchased credits with reference id. On same page date & time will reflect to understand the current purchase which has been purchased by PE.

airtel.in/business/commercial-communication/auth/credit-management/credit-pack-list

DLT

HOME
MANAGE HEADERS
MANAGE TEMPLATES
MANAGE CONSENT TEMPLATES
MANAGE DIGITAL CONSENT
MANAGE COMPLAINTS
PURCHASE CREDITS
CONSENT VIEW
CAMPAIGN SCHEDULE
PROFILE
LOGOUT

My credit packs

SELECT ENTITY

PURCHASE CREDIT

DOWNLOAD INVOICE

601

Total
Total

445 Balance 74%

93 Consumed 16%

63 In-Progress 10%

SEARCH BY PACK NAME
Pack Name

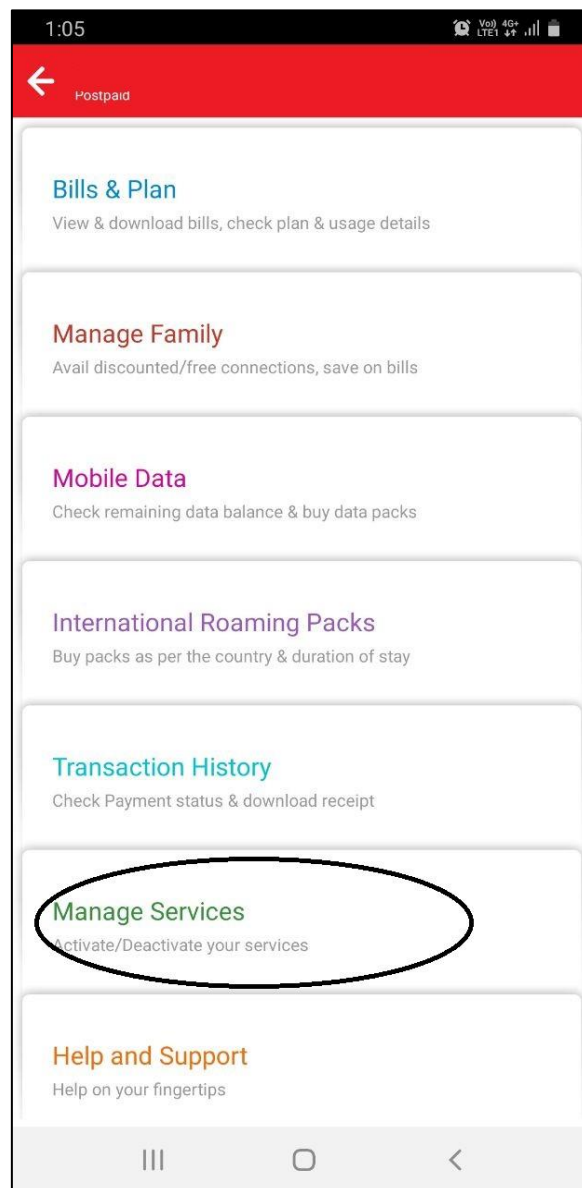
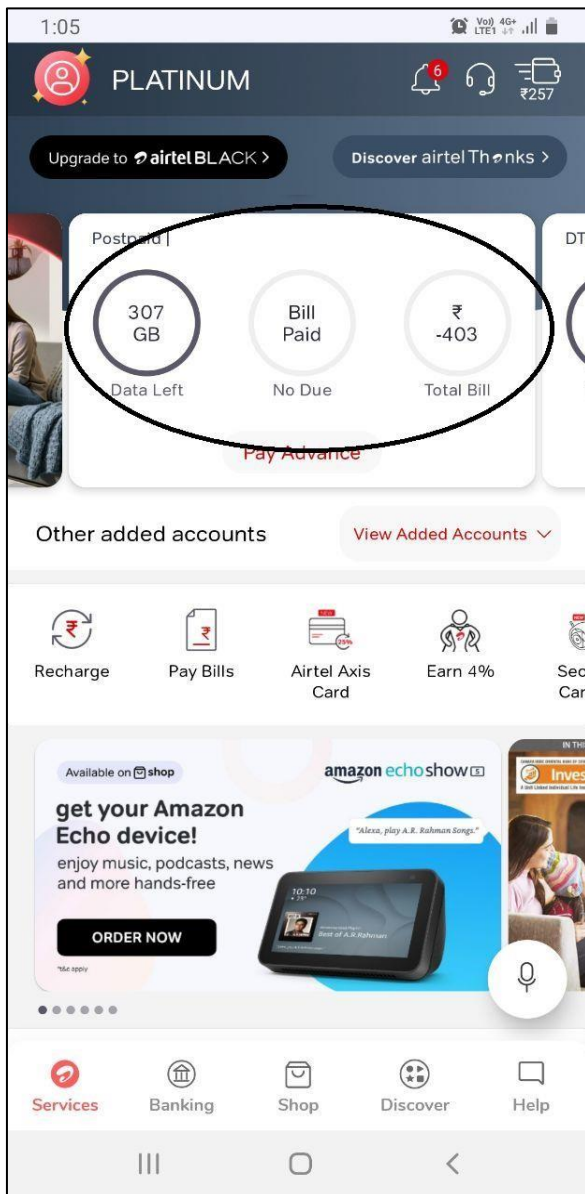
SEARCH BY PACK CREDITS
Pack Credits

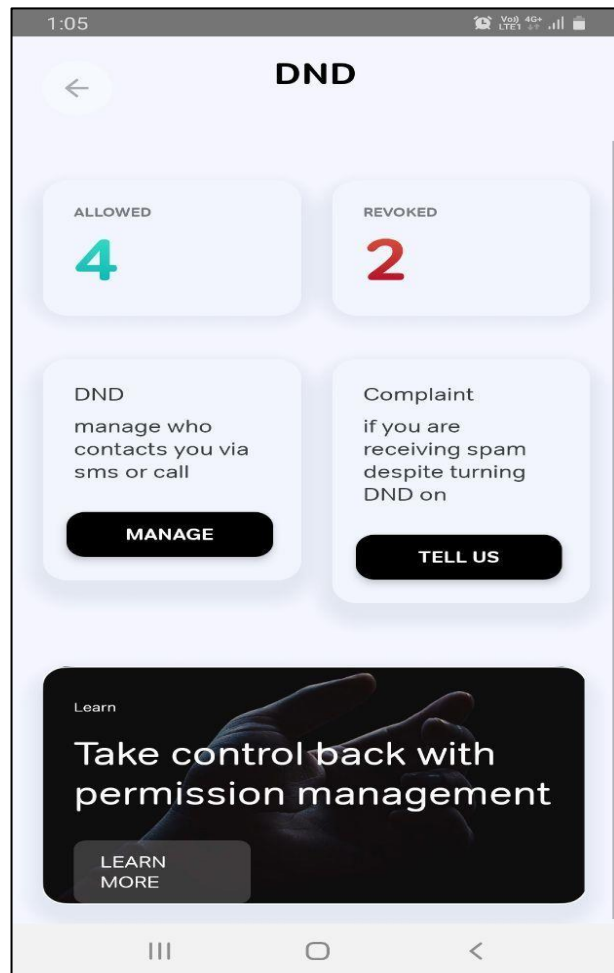
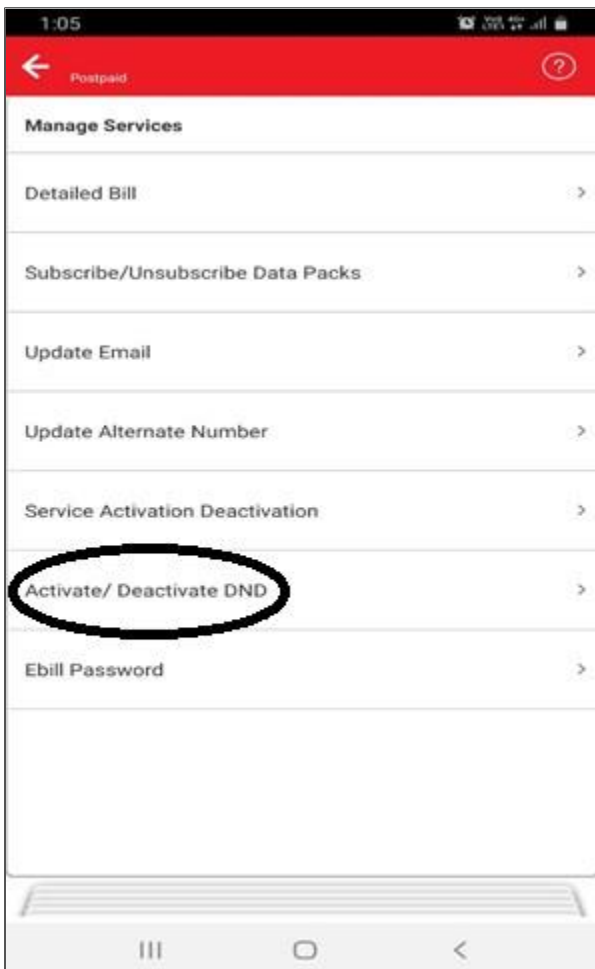
SEARCH BY PACK PRICE
Pack Price

SELECT BY STATUS
ACTIVE

Sl. No.	Reference Id	Pack Name	Credits	Pack Price + GST(18%)	Validity	Payment Status	Status	Created Date	Trans History
1	RID186532302598263	Testing Pack	1	2	365 Days	PAYMENT_COMPLETED	ACTIVE	2022-12-20 07:03 PM	VIEW

9. To acquire 1 Consent there will be a deduction of 3 Credits from the purchased plan.
10. For detail information PE Can click on View option of current PACK to see the transaction details– Like – Balance, credits, debits, consumed credits.





Benefits of Digital consent acquisition

1. Scope of acquiring business from an organized channel.
2. Reduction in grievance from recipient/end user and control spam while empowering the principal entries to reach their customer more effectively.
3. Empowering customer to decide on choice of communication wants to receive.