TCCCPR 2018 TRAI Regulations

SMS PE-TM Binding

What is TCCCPR 2018 ?

The Telecom Commercial Communications Customer Preference Regulations (TCCCPR) 2018, introduced by the Telecom Regulatory Authority of India (TRAI), aims to reduce unwanted commercial communications and enhance consumer protection. It mandates telemarketers to register with Telecom Service Providers, obtain customer consent before sending messages/originating any Promotional, and adhere to stringent guidelines. The regulation also establishes a robust complaint management mechanism, enabling consumers to report violations easily. By promoting transparency and fair billing practices, TCCCPR 2018 seeks to safeguard consumer interests in the telecommunications sector effectively.

Agenda

- Definition
- Stakeholders
- Abbreviations & Key Participants
- Flow of Chain
- Chain Initiation by PE
- Role of TM – Aggregator & TM – Delivery (Registered with Jio & Not Registered with Jio)
- Acknowledgement of Chain by PE

Stakeholders

Principal Entity -
A company or individual that wants to send commercial communications to customers. This could be a business, sole proprietor, partnership firm, or government organization ensuring compliance with regulations, including customer consent. They must register on DLT platforms.

Telemarketer -
A company or individual that sends traffic from other businesses (Principal Entity) to customers through Telecom Service Providers (TSPs). They must register on DLT platforms and follow TRAI guidelines to obtain consumer consent and prevent unsolicited messages.

There are 2 types of Telemarketers-

- Telemarketer Aggregator (TMA) – Acts as the intermediary between the PE/ other TMA and TMA/TMD.
- Telemarketer Delivery (TMD) – who submits the traffic to TSP

Abbreviations

- TRAI – Telecom Regulatory Authority of India
- DLT – Distributed Ledger Technology
- SMS – Short Message Service
- PE – Principal Entity
- TMA – Telemarketer Aggregator, who receives traffic from PE and submits to TMD
- TMD – Telemarketer Delivery, receives traffic from PE/TMA and submits to Operator
- TSP – Telecom Service Provider
- OAP – Originating Access Provider

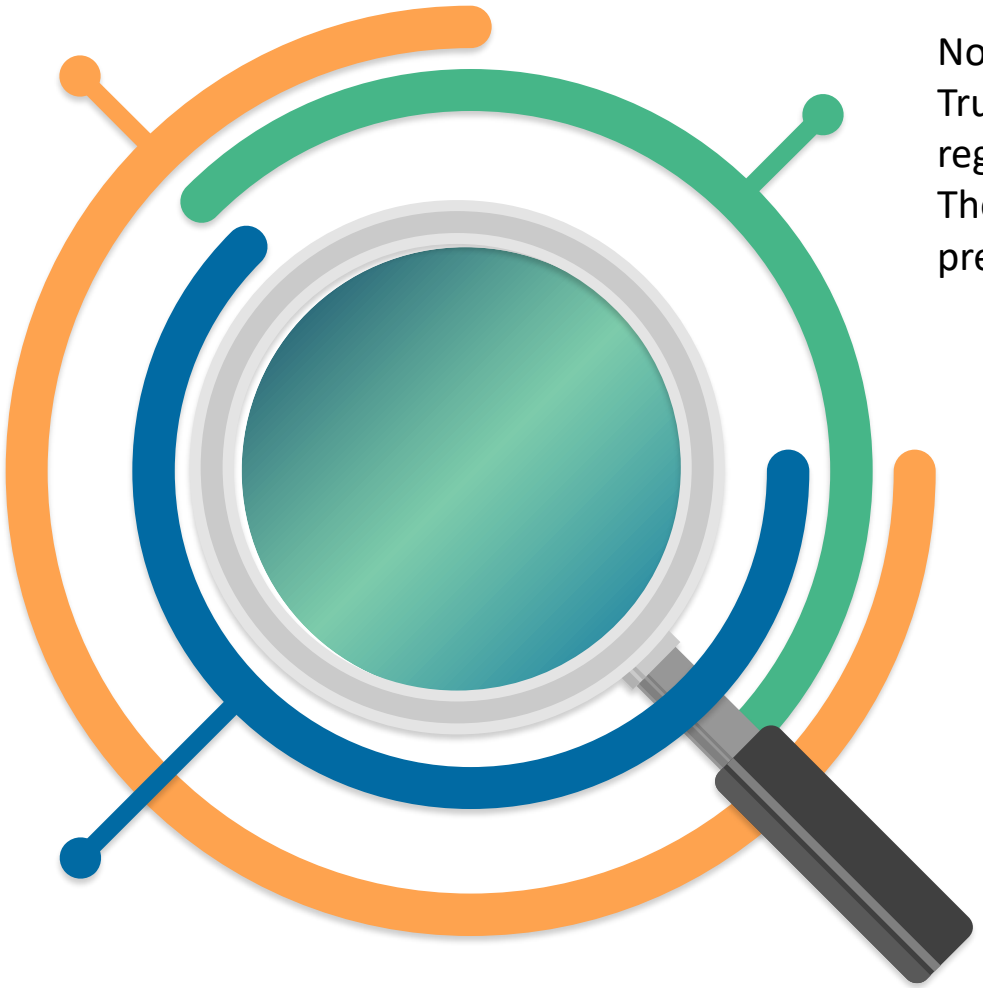
Key Participants

Principal Entity

Wants to send commercial communications to customers ensuring compliance with regulations, including customer consent. They must register on DLT platforms.

Jio Telemarketer

Must be registered as TM with Jio TrueConnect (DLT).
They must follow TRAI guidelines to prevent unsolicited messages.



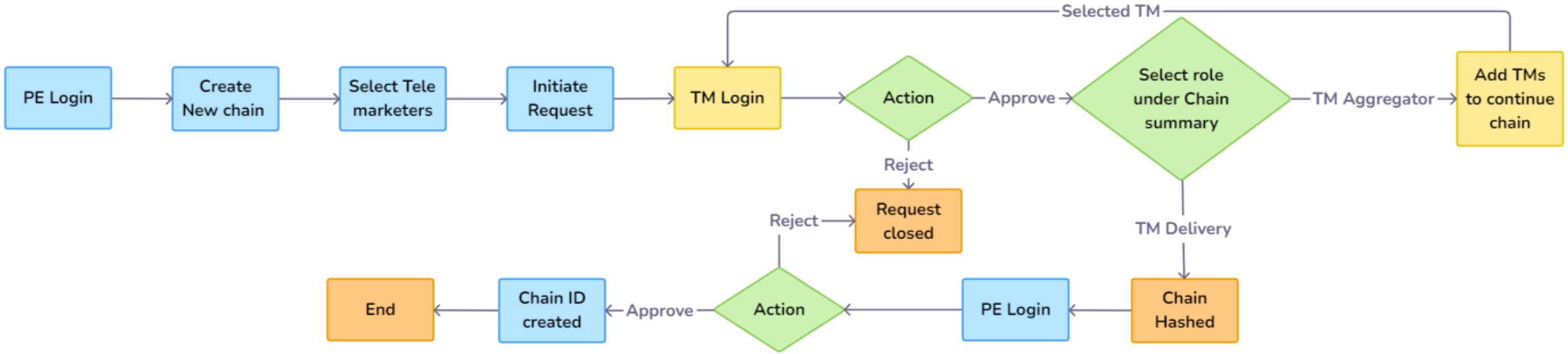
Non Jio Telemarketer

Not registered as TM with Jio TrueConnect (DLT), but they could be registered with other TSPs.
They must follow TRAI guidelines to prevent unsolicited messages.

Why PE-TM binding ?

- In India, 1.5-1.7 billion commercial messages are sent every day, taking the total to about 55 billion every month, according to industry data(Source). Such mass interaction leads to higher rate of spamming.
- In continuation of multi-pronged approaches for curbing spam, including measures to prevent misuse of PE data, PE-TM Chain Binding at DLT platforms of all TSPs are to be implemented.
- Currently, PE transmits SMS via the registered TMs who may further get it delivered by other TMs. This incapacitates the PE to have visibility over the SMS delivery Chain. It could also lead to misuse of their headers/templates. This also creates a blind sight for the Originating Access Service Provider (OAP).
- Now on, PE must also disclose their associated TMs, i.e., TMAs and TMD to the OAP ensuring transparency in the communication chain. TRAI Direction
- Commercial Relationship between the OAP and TMD should be legally enforceable, with appropriate penal provisions, against violations of the Telecom Commercial Communications Customer Preference Regulations, 2018 by TM Delivery

Process Flow



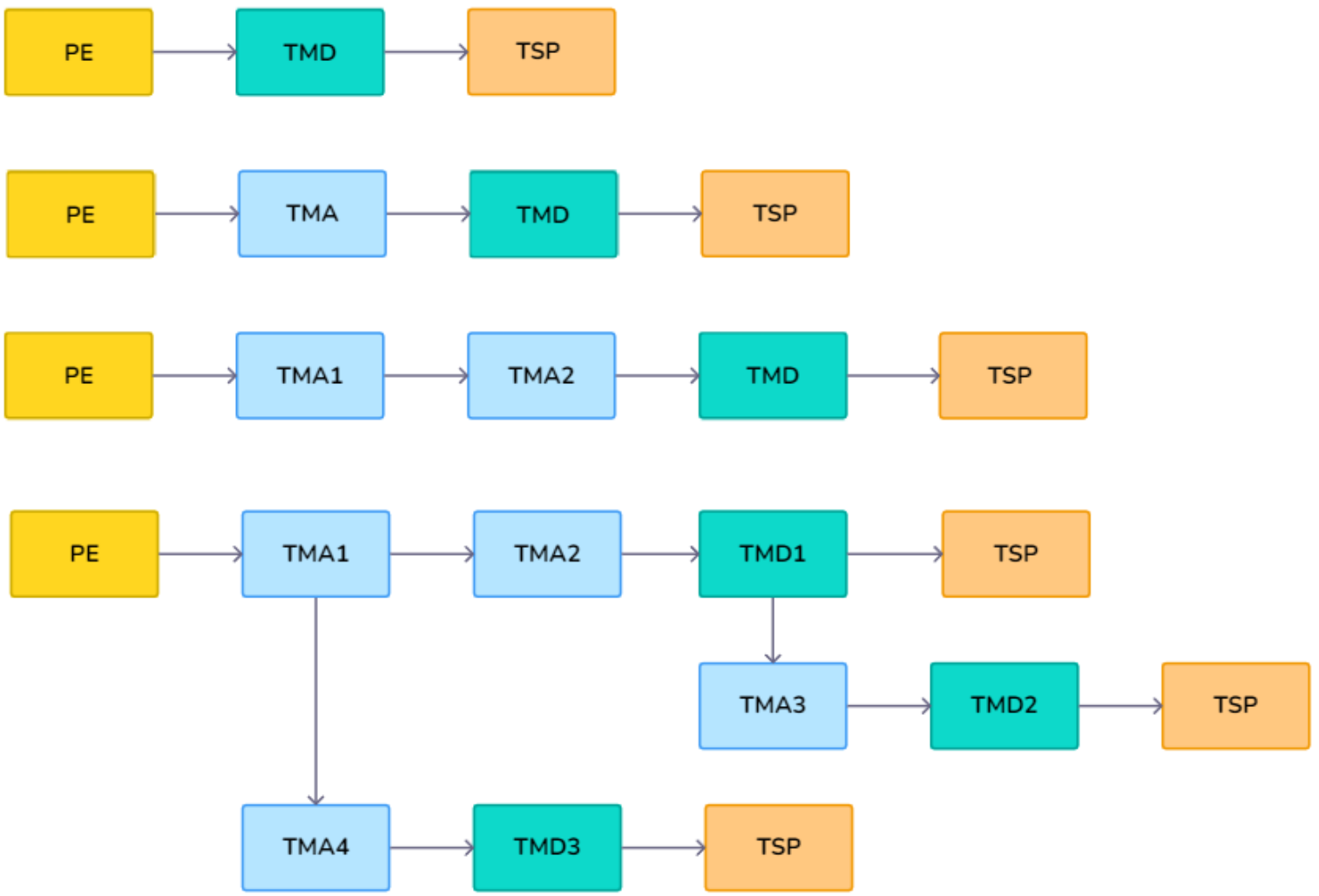
Use Cases

PE-Principal Entity – Initiates the Chain request for sending SMS traffic

TMA-Telemarketer (aggregator) – does not interact directly with TSP, is an intermediate. TMA can nominate another TMA/TMD in the chain

TMD-Telemarketer Delivery – sends the SMS traffic to the TSP,

TSP-Telecom Service Provider or OAP-Originating Access Provider or Telco



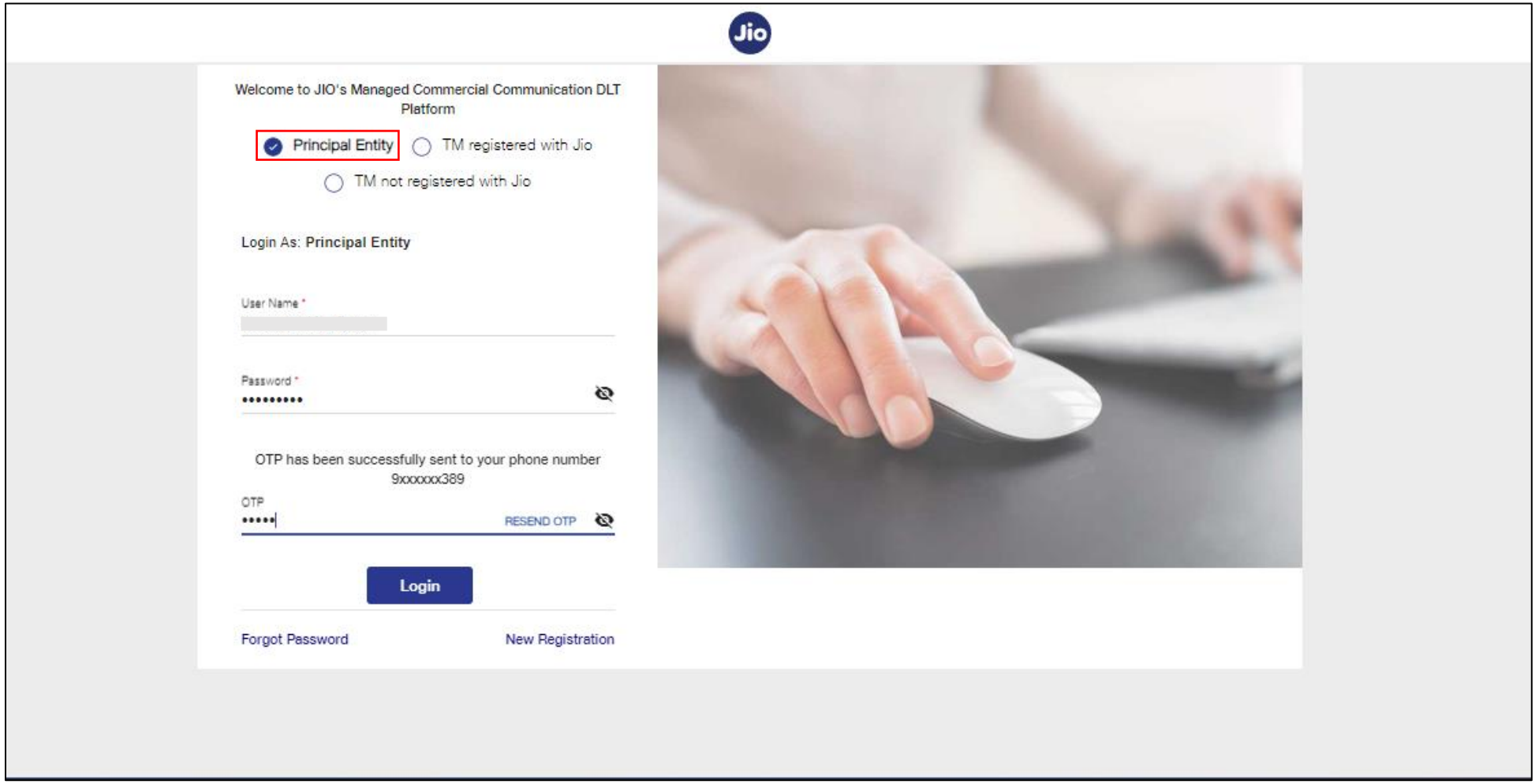
Chain Status

- Pending for Approval – Action to be taken by the PE/TM on the chain
- Requested – Action taken on the chain, chain binding is in progress
- Registered – Chain approved by PE and created
- Rejected – Chain rejected by PE/TM and closed

Note-Rejected chains are cancelled and have to be re-initiated by the PE, if needed.

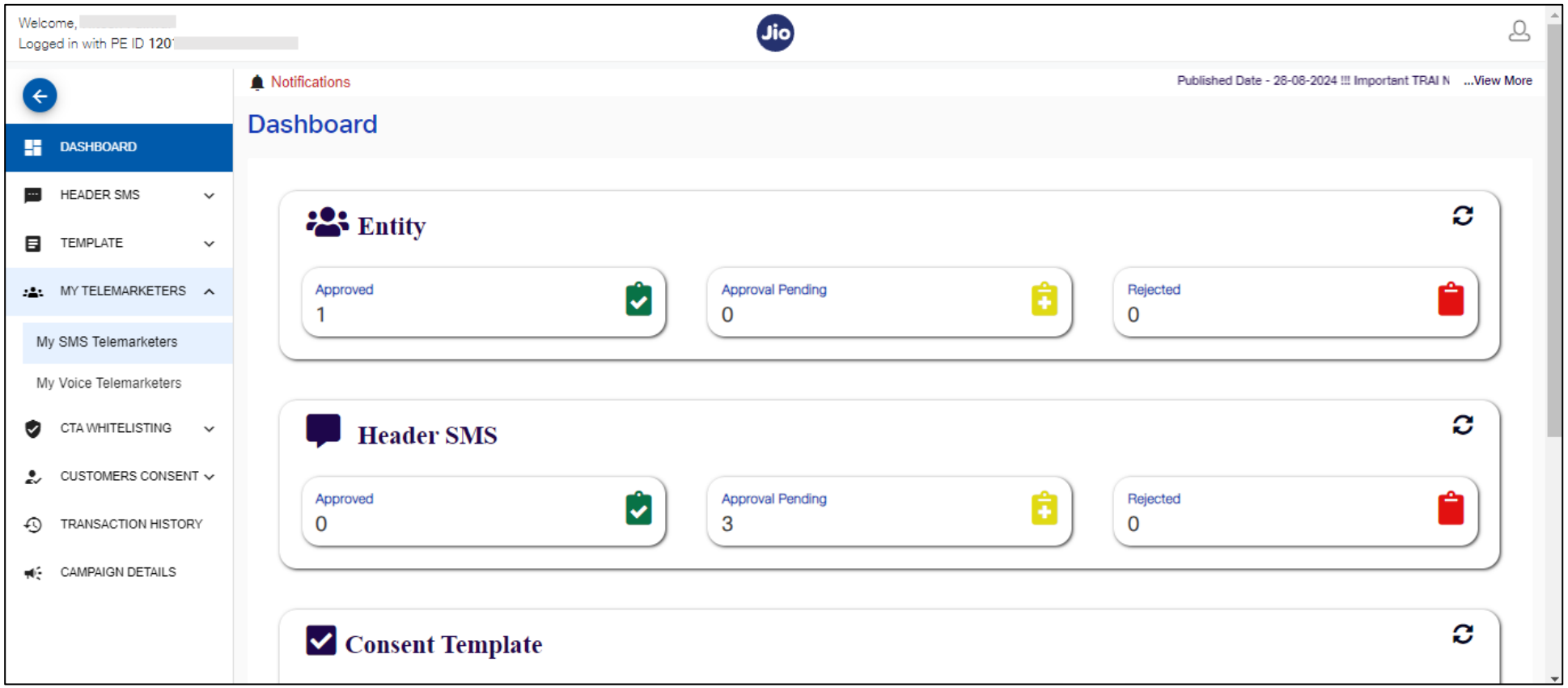
Principal Entity – Chain Initiation

TrueConnect → Jio registered PE Login → Username & Password → Mobile OTP

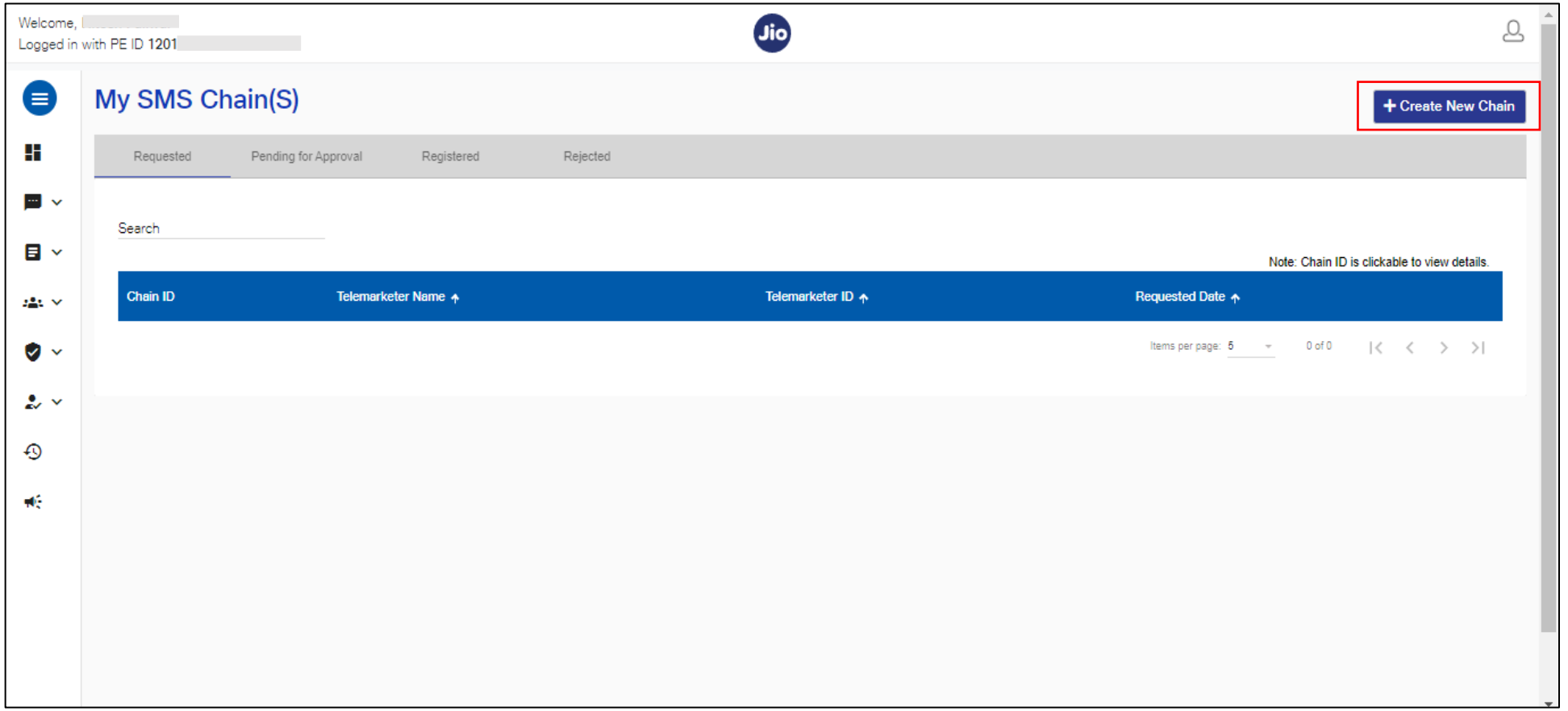


Principal Entity – Chain Initiation

MY TELEMARKETERS → My SMS Telemarketers



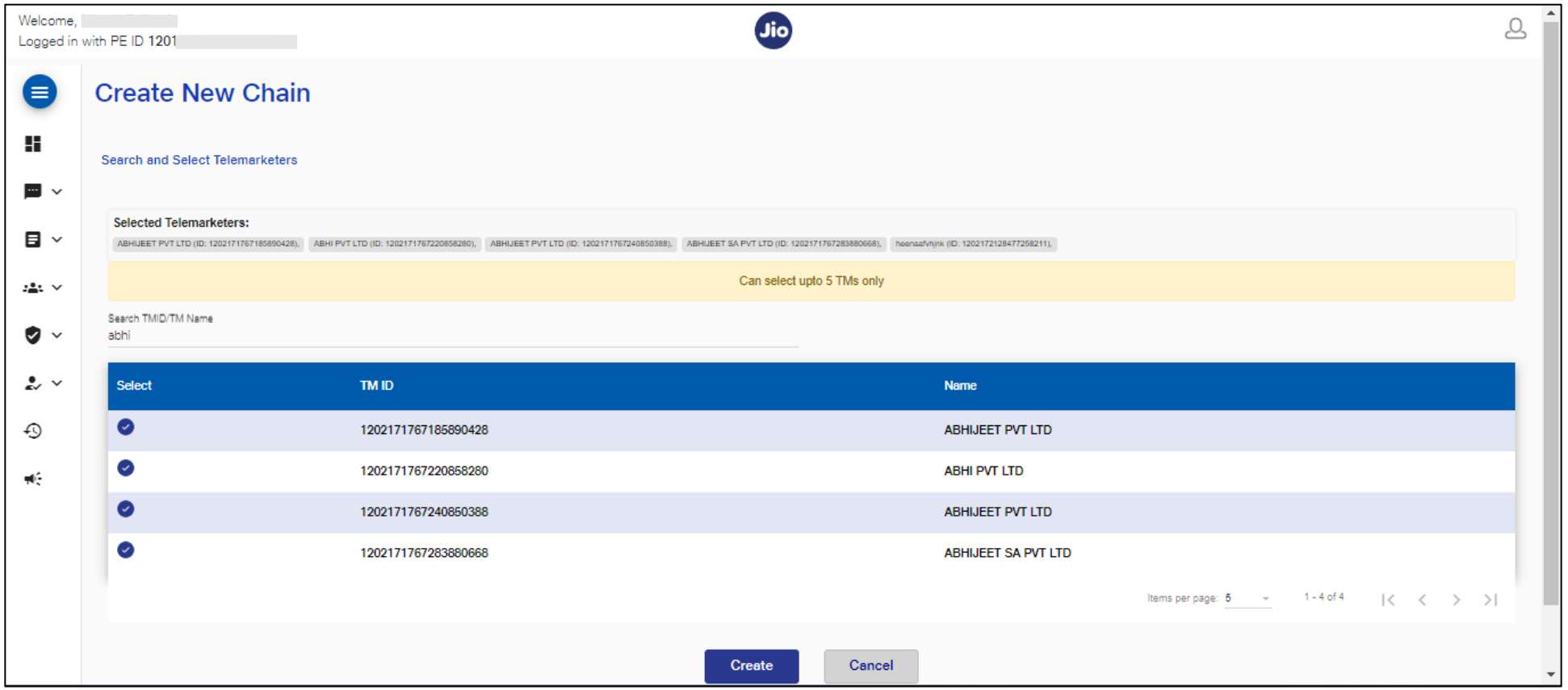
Principal Entity – Chain Initiation



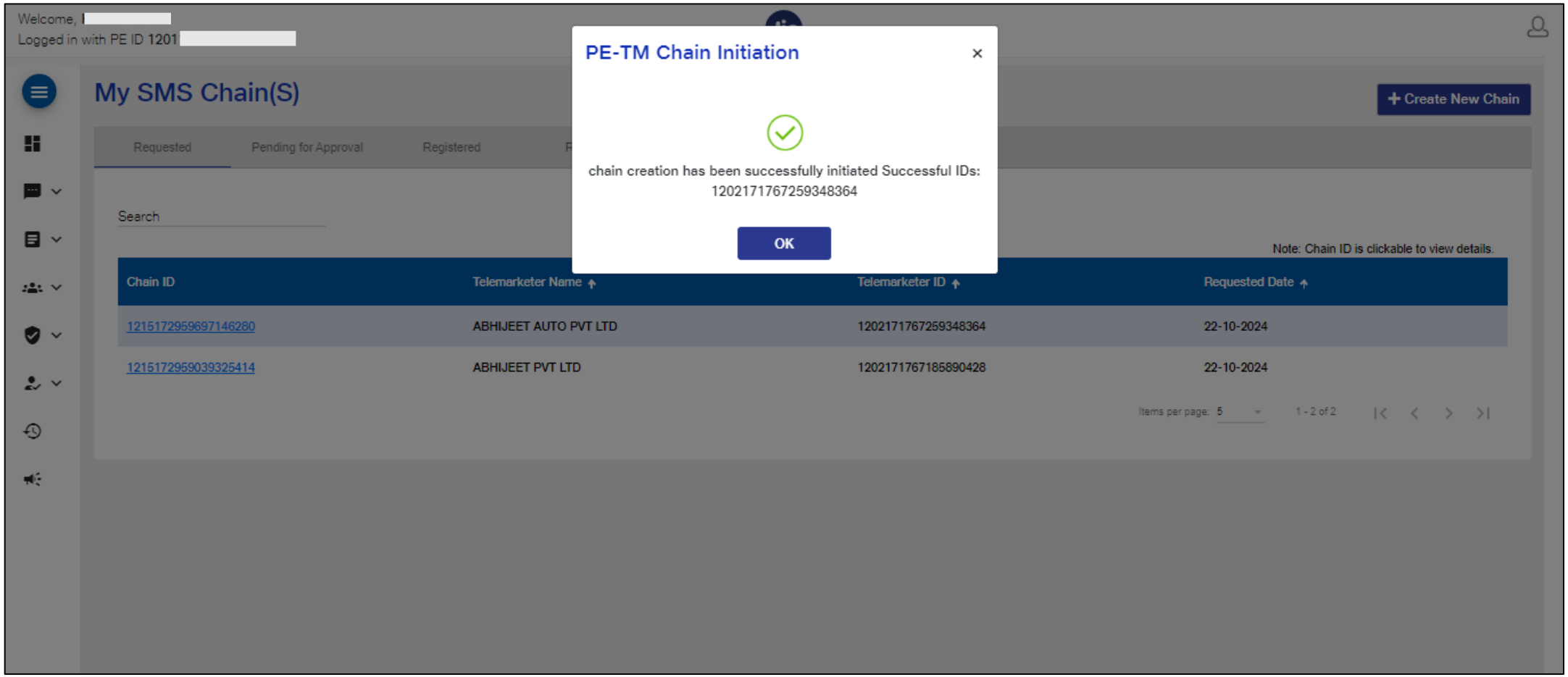
Principal Entity – Chain Initiation

Create New Chain → Search Telemarketers via Name/ID (must be registered on DLT) → Select and initiate Chain request

Can add upto 5 Telemarketers in creation request

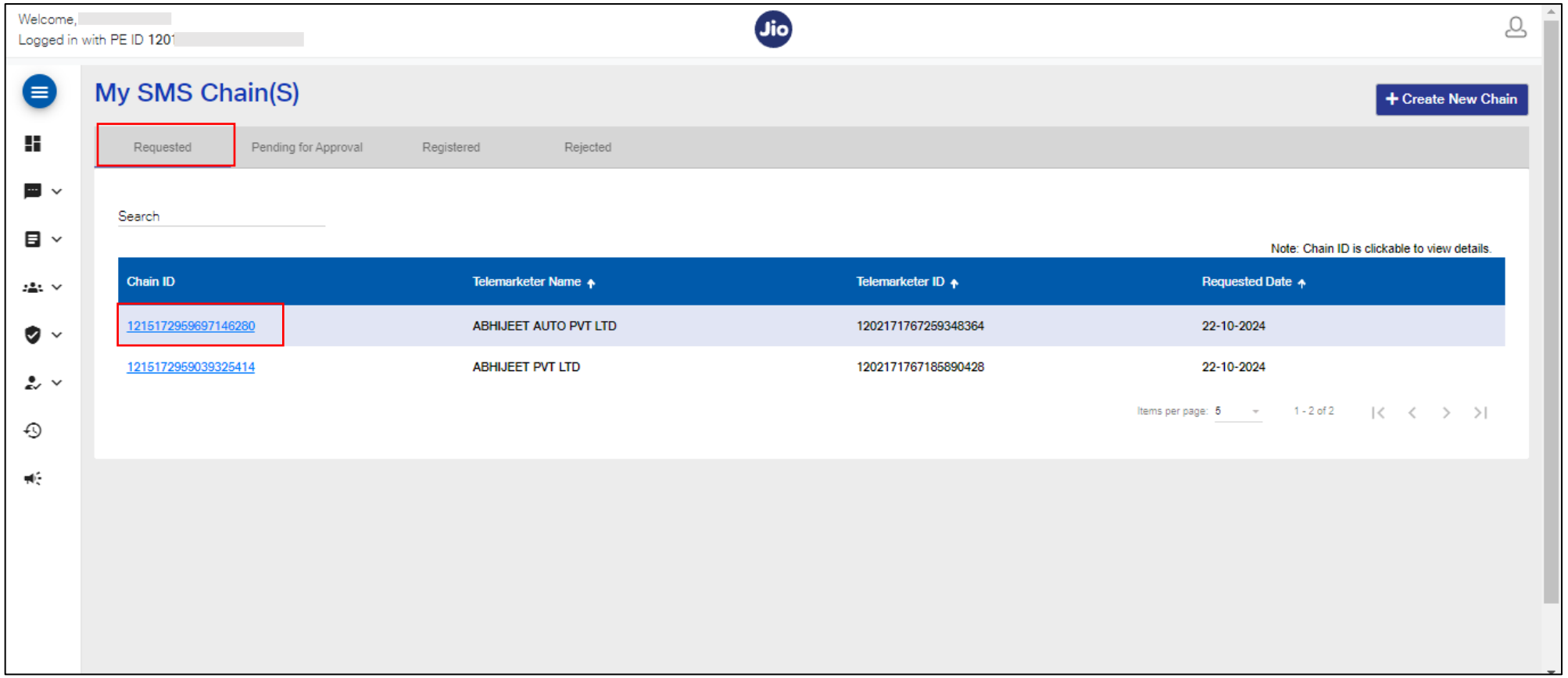


Principal Entity – Chain Initiation



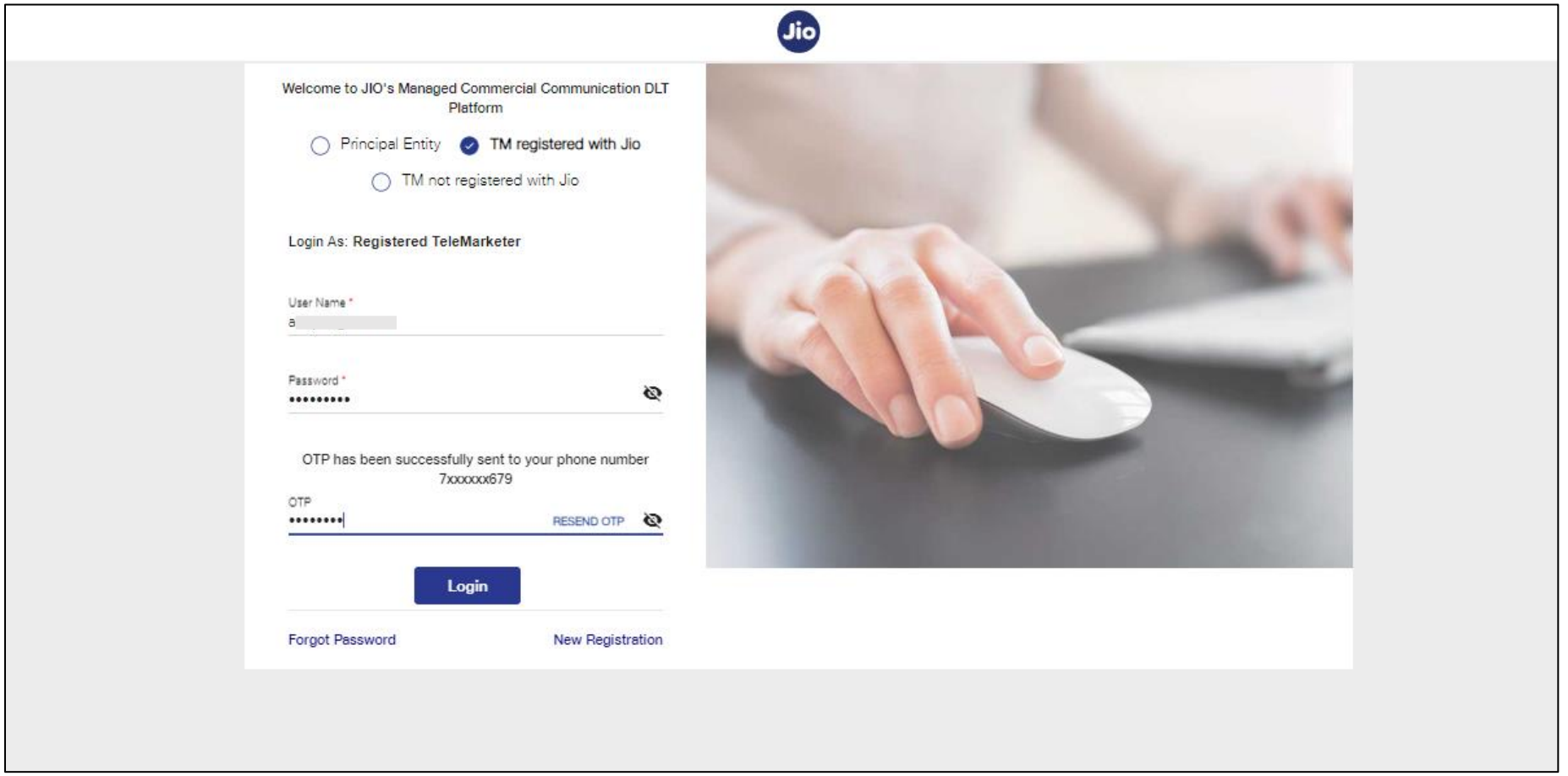
Principal Entity – Chain Initiation

Selected TMs are notified with an email to take further action on the chain request



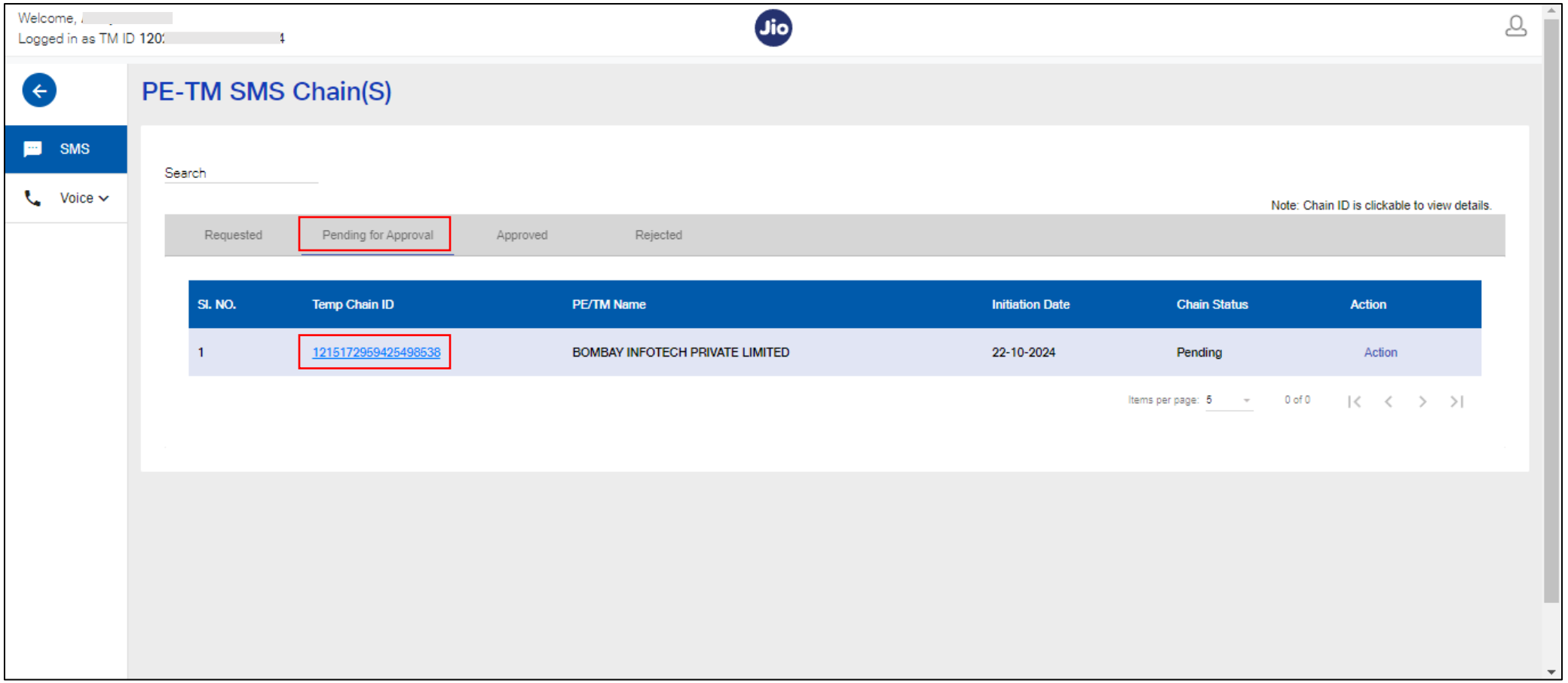
Telemarketer Login

- If TM is registered with Jio Trueconnect, please select 'Telemarketers registered with Jio' on Login Page.
- If TM is not registered with Jio but registered with another TSP (on DLT), please select 'Telemarketers not registered with Jio' on Login page



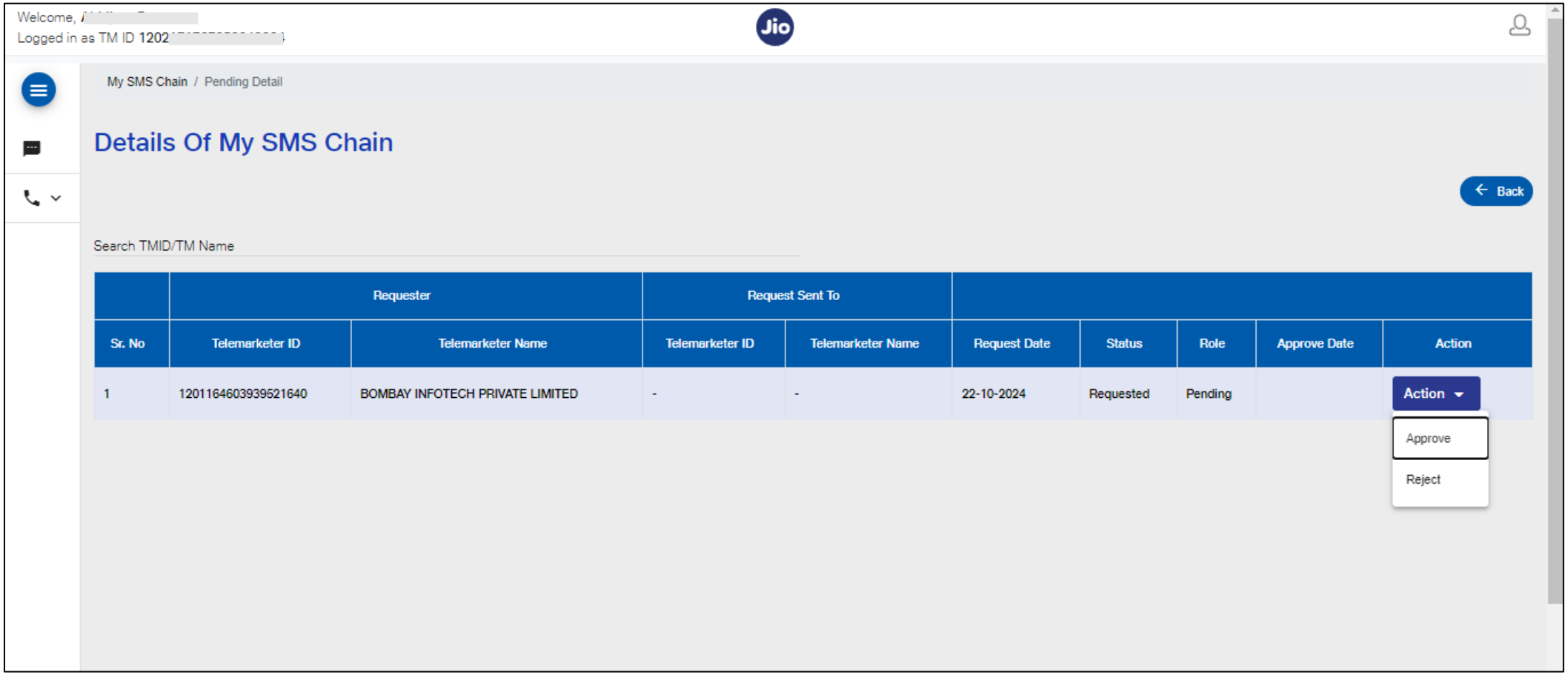
Telemarketer Aggregator Action

PE-TM SMS Chain→ Pending for Approval → Chain ID hyperlink



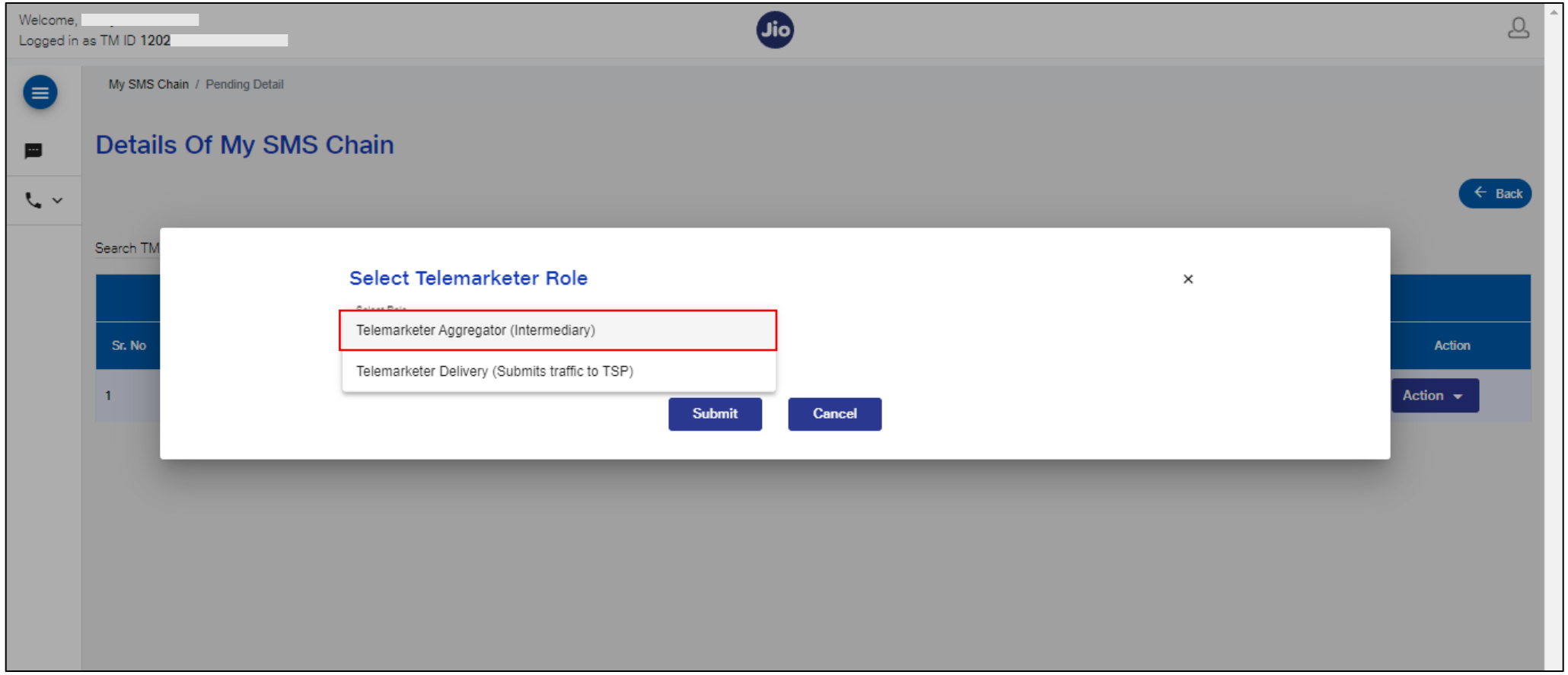
Telemarketer Aggregator Action

Action → Approve



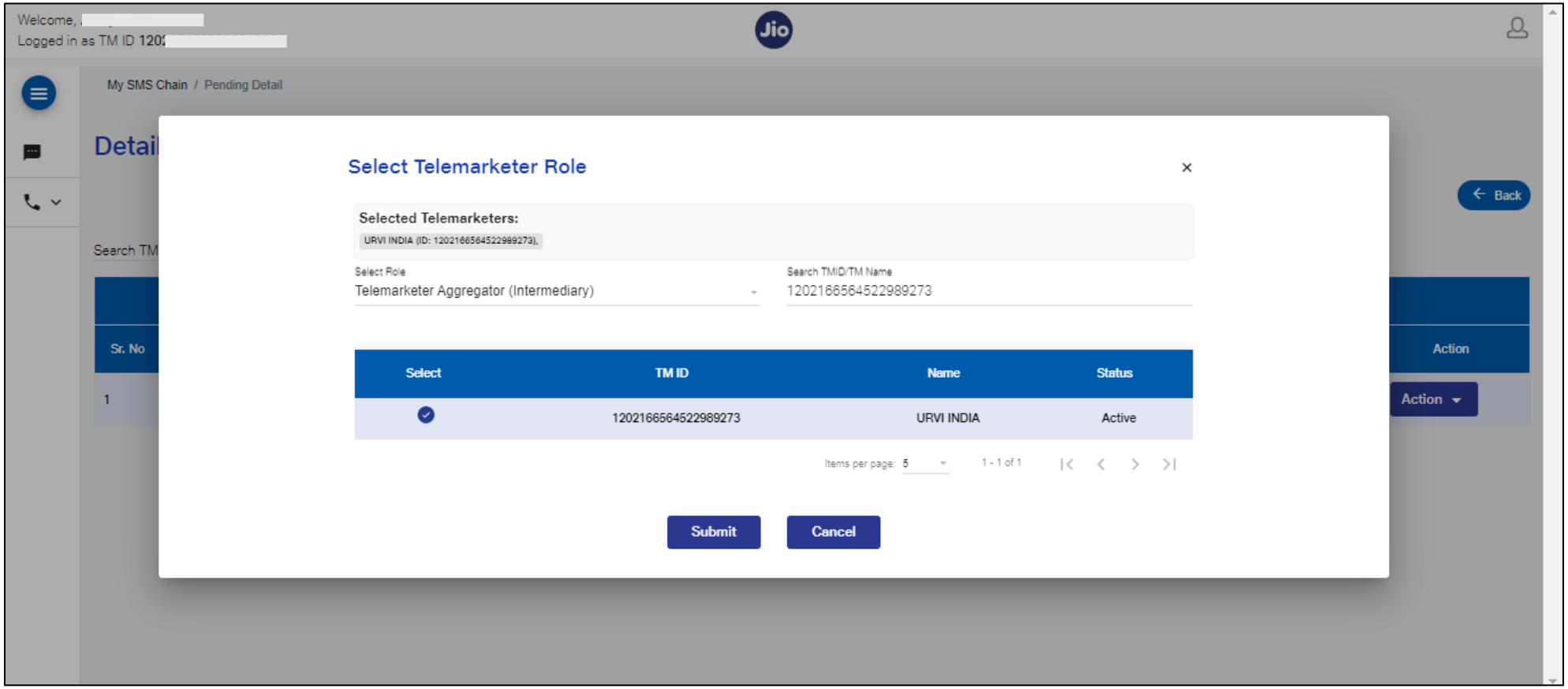
Telemarketer Aggregator Action

Select role (Telemarketer Aggregator) from drop-down

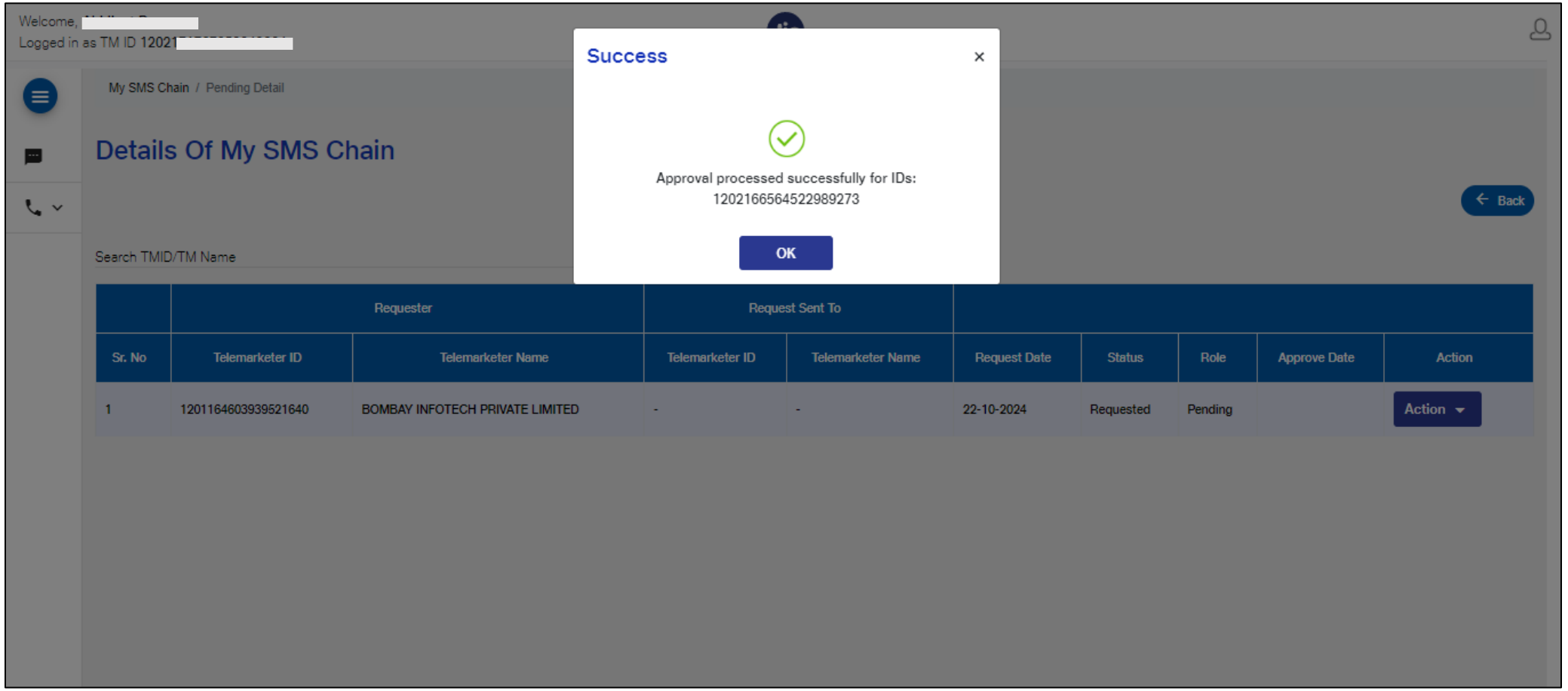


Telemarketer Aggregator Action

Search and select other TMs → Approve

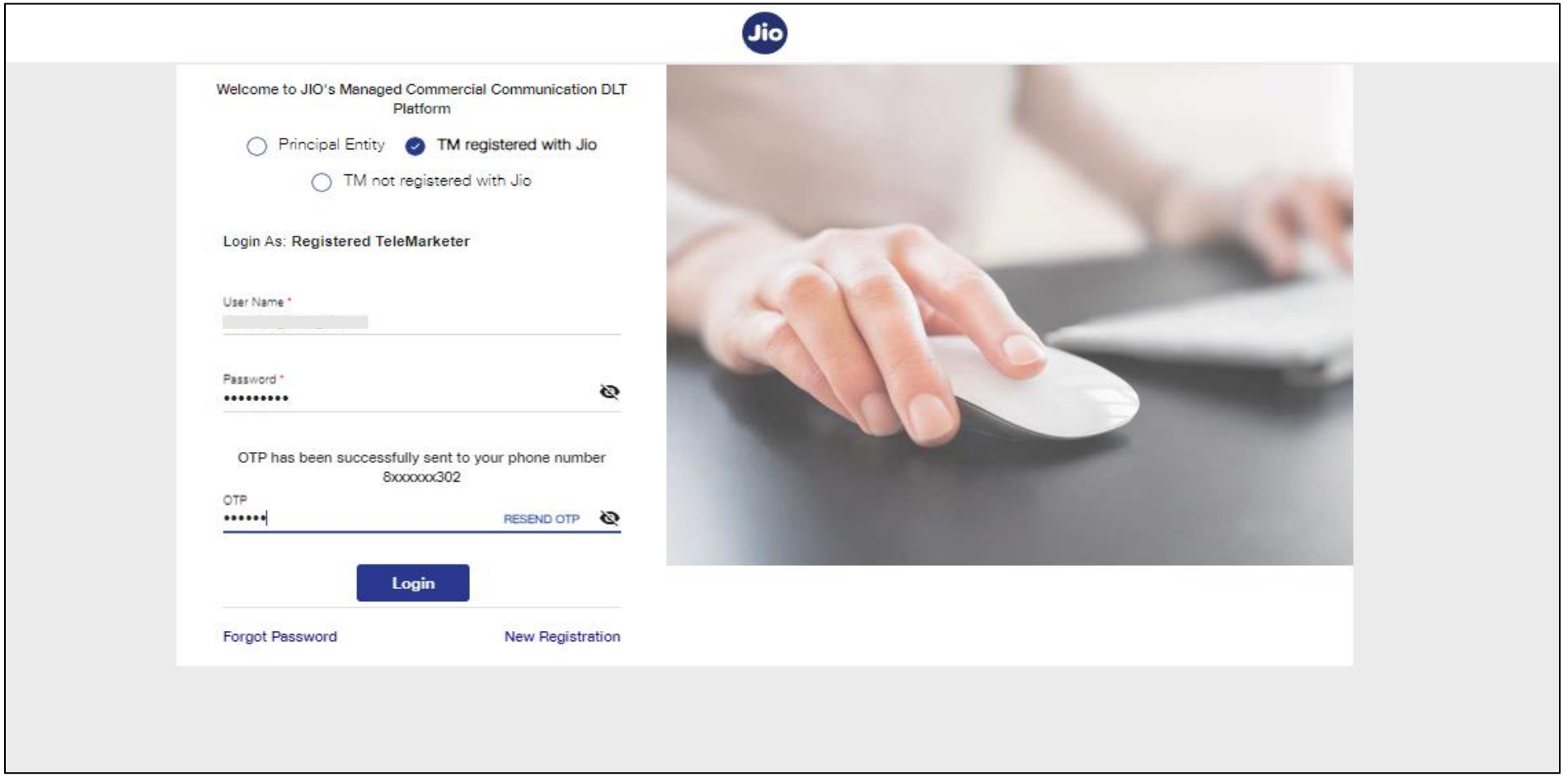


Telemarketer Aggregator Action



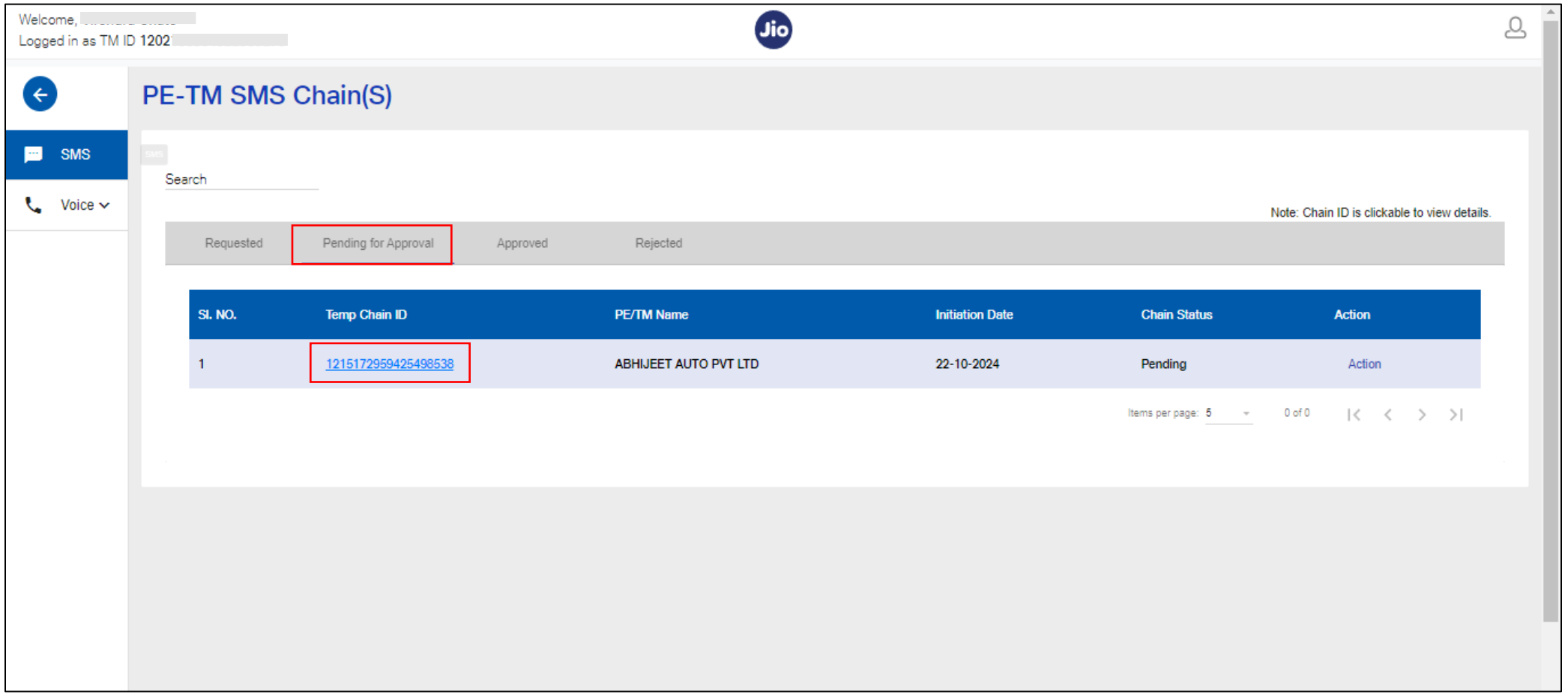
Telemarketer Login

- If TM is registered with Jio Trueconnect, please select 'Telemarketers registered with Jio' on Login Page.
- If TM is not registered with Jio but registered with another TSP (on DLT), please select 'Telemarketers not registered with Jio' on Login page



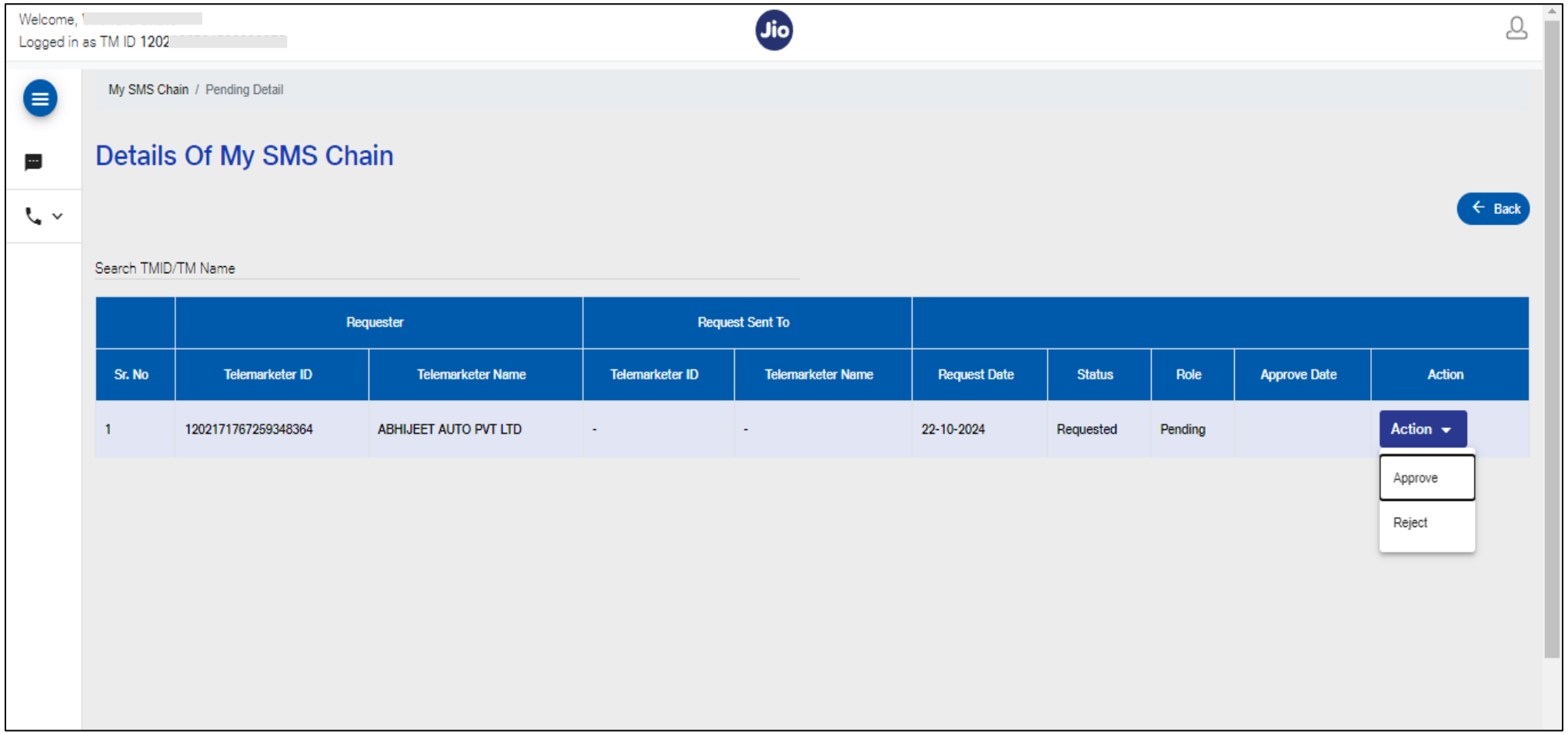
Telemarketer Delivery Action

My SMS Chain → Pending → Chain ID hyperlink



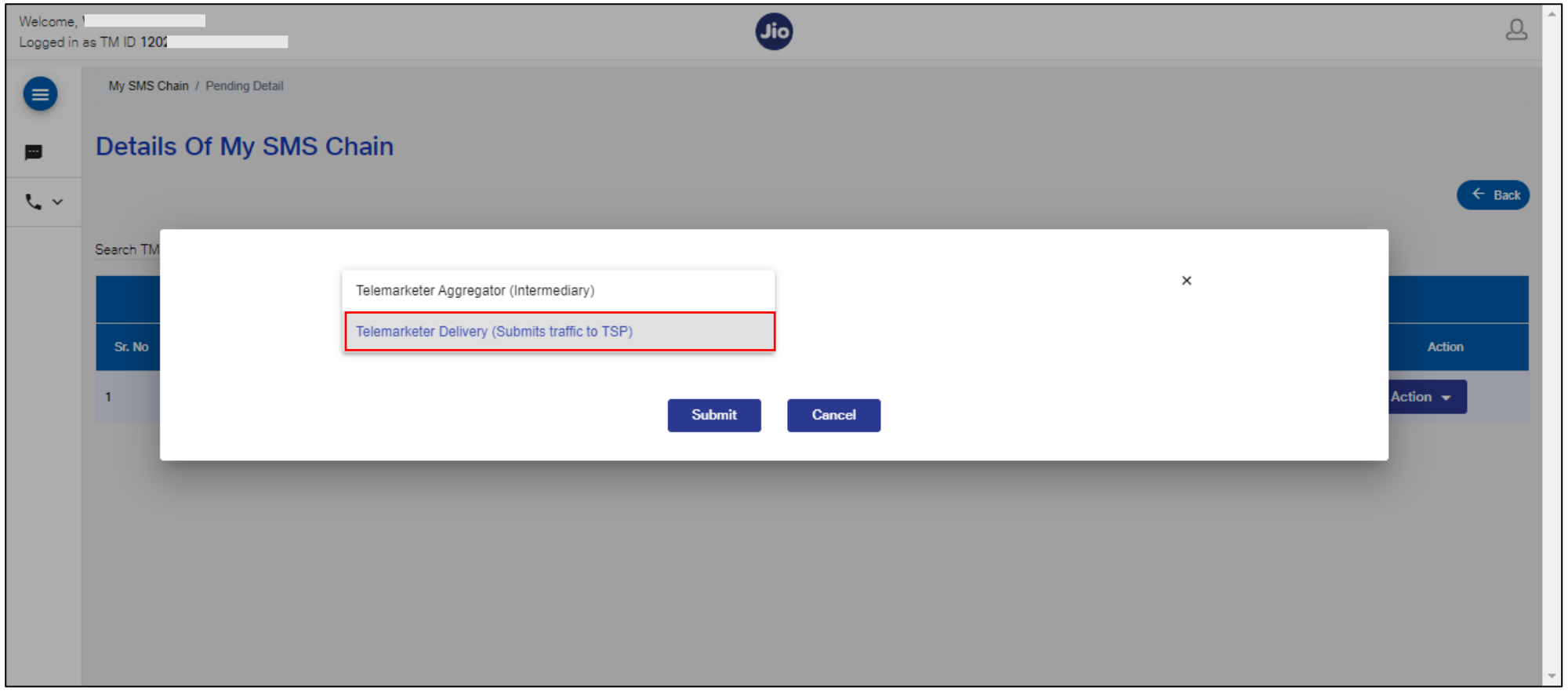
Telemarketer Delivery Action

Action → Approve

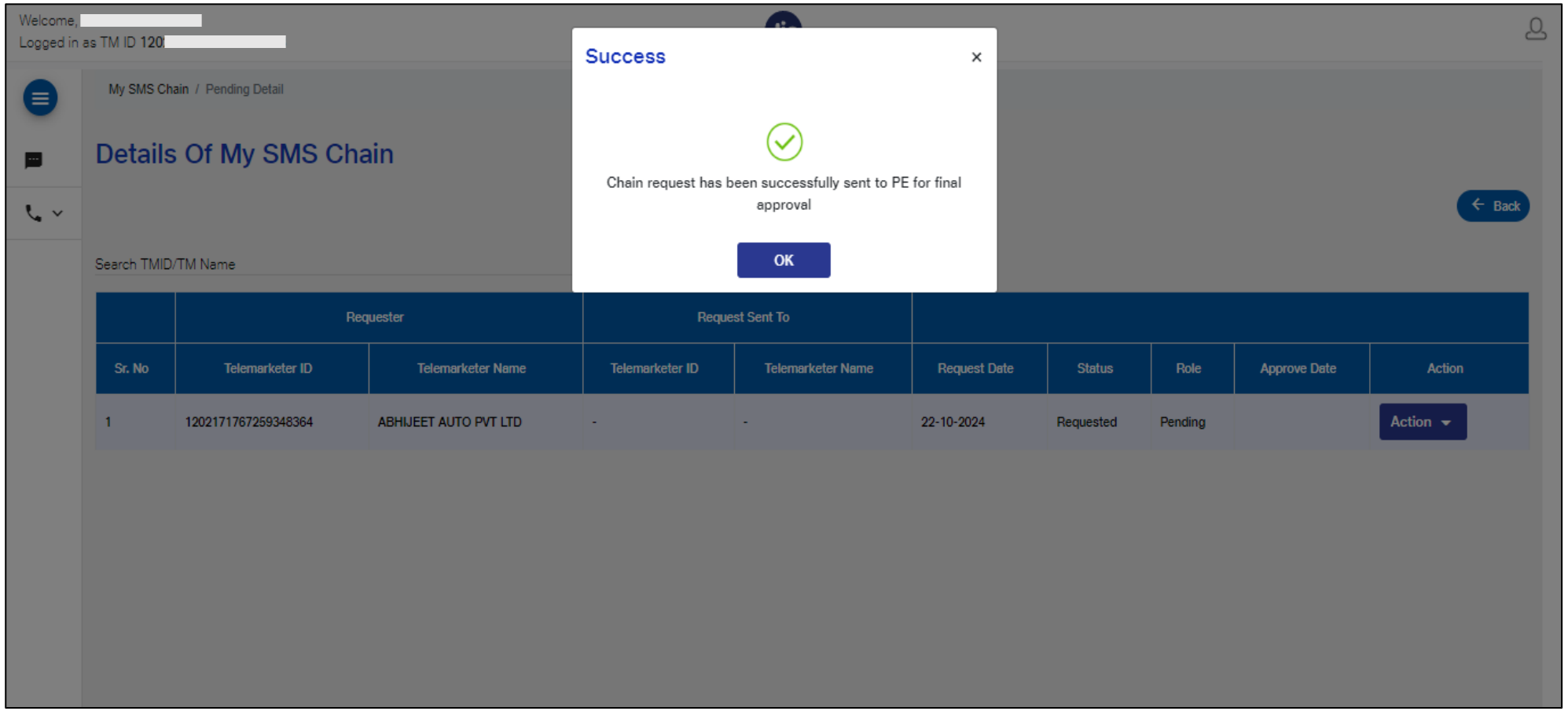


Telemarketer Delivery Action

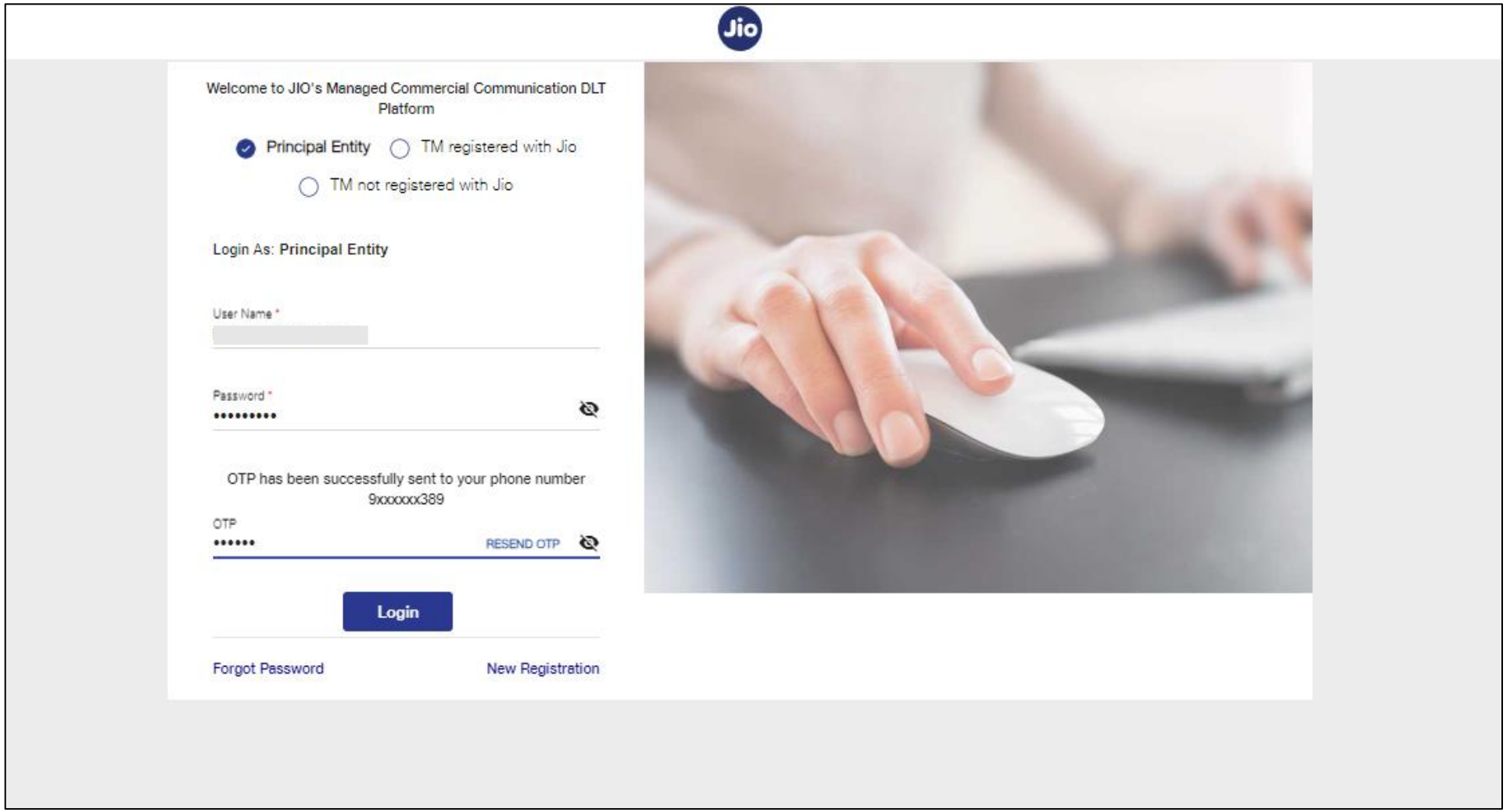
Select role (Telemarketer Delivery) from drop-down → Approve



Telemarketer Delivery Action

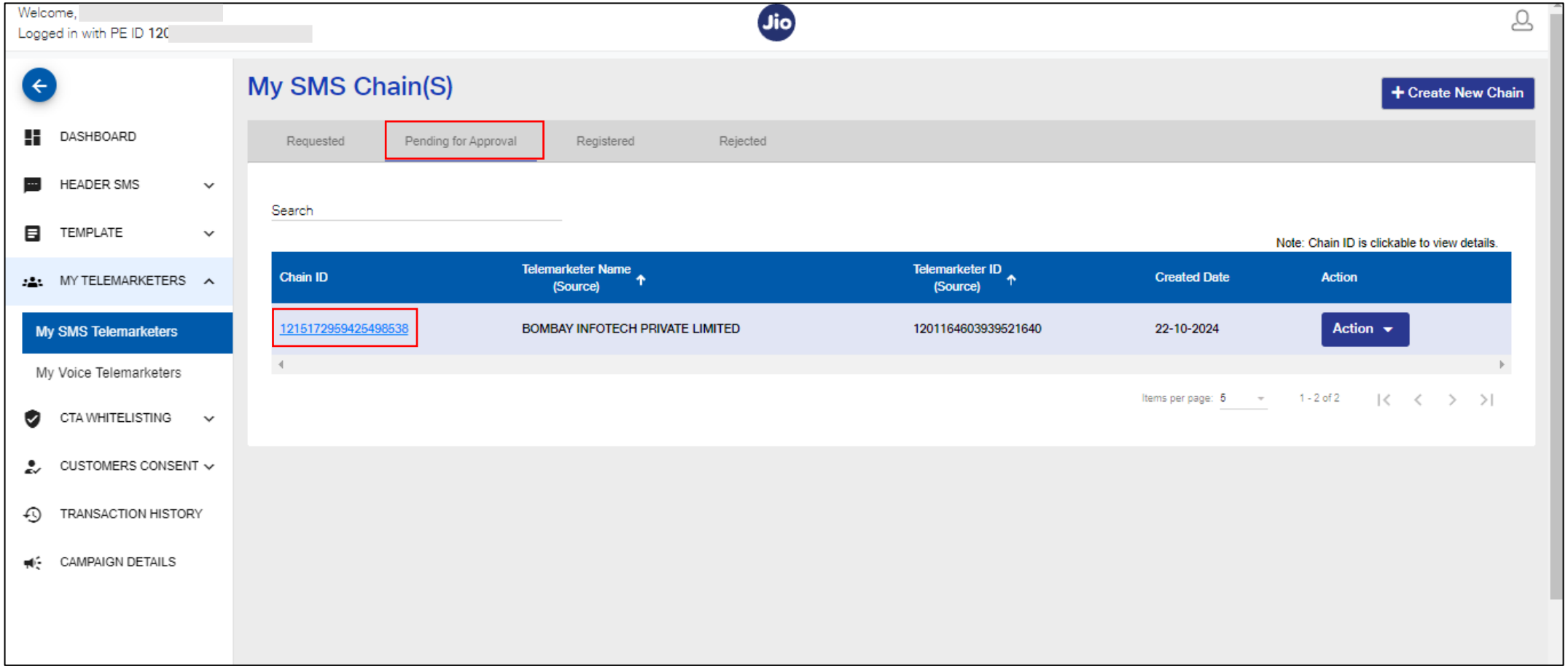


Principal Entity Login

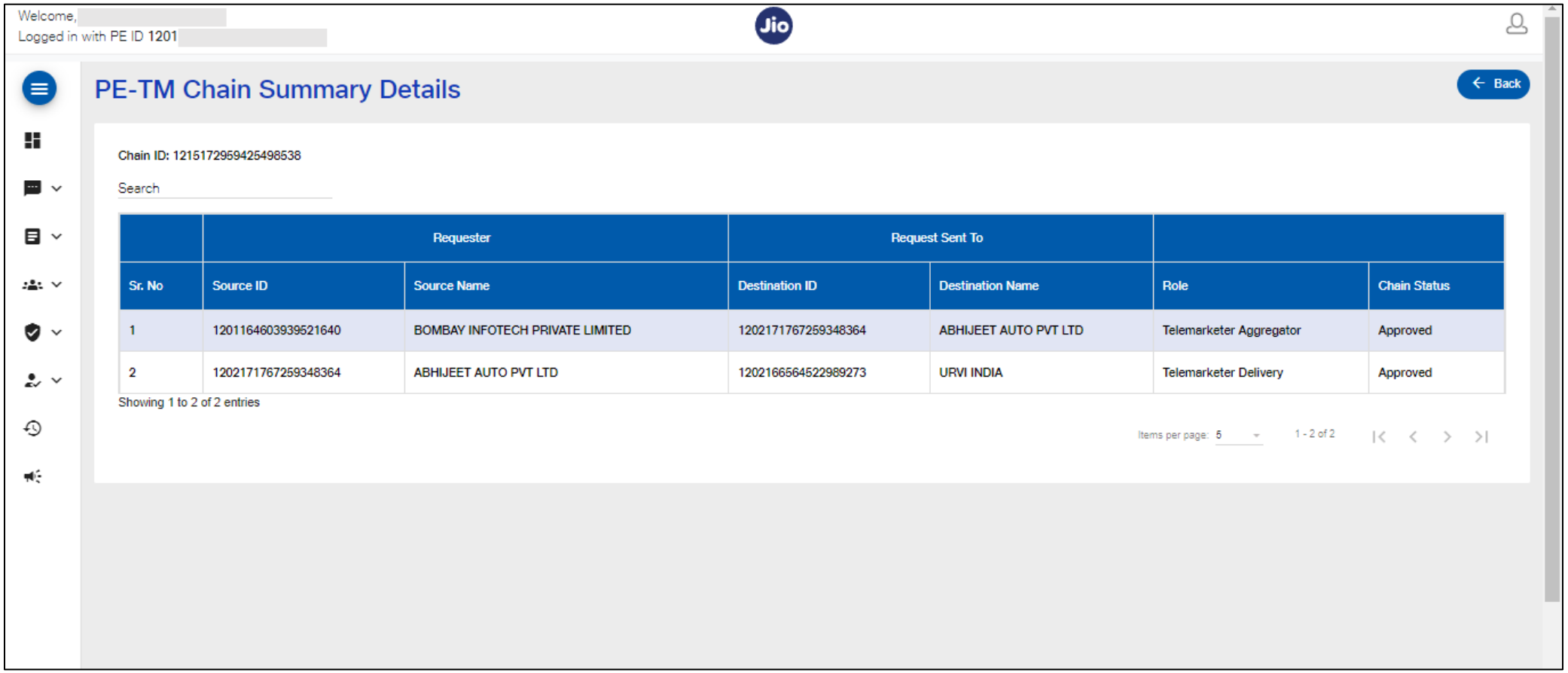


Principal Entity Action

MY TELEMARKETERS → My SMS Telemarketers → Chain hyperlink

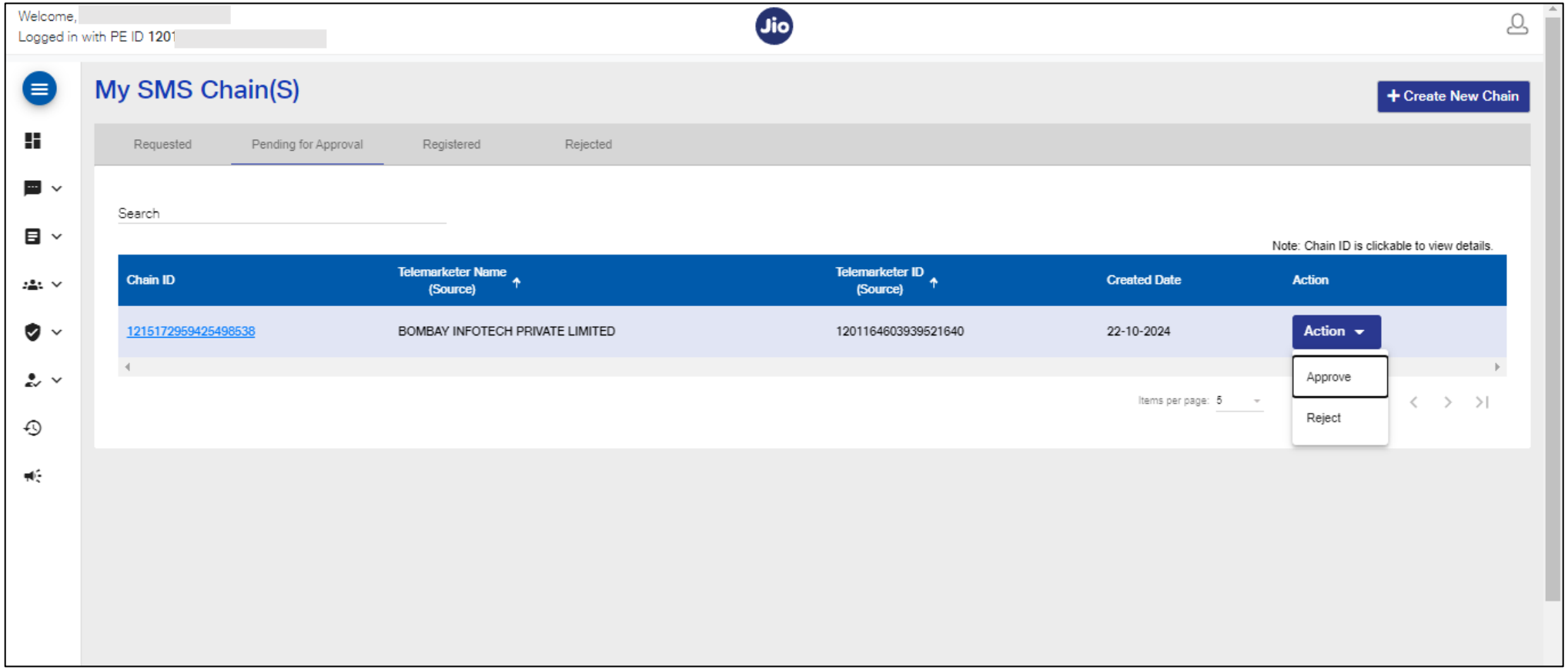


Chain Summary with associated TM(s) details



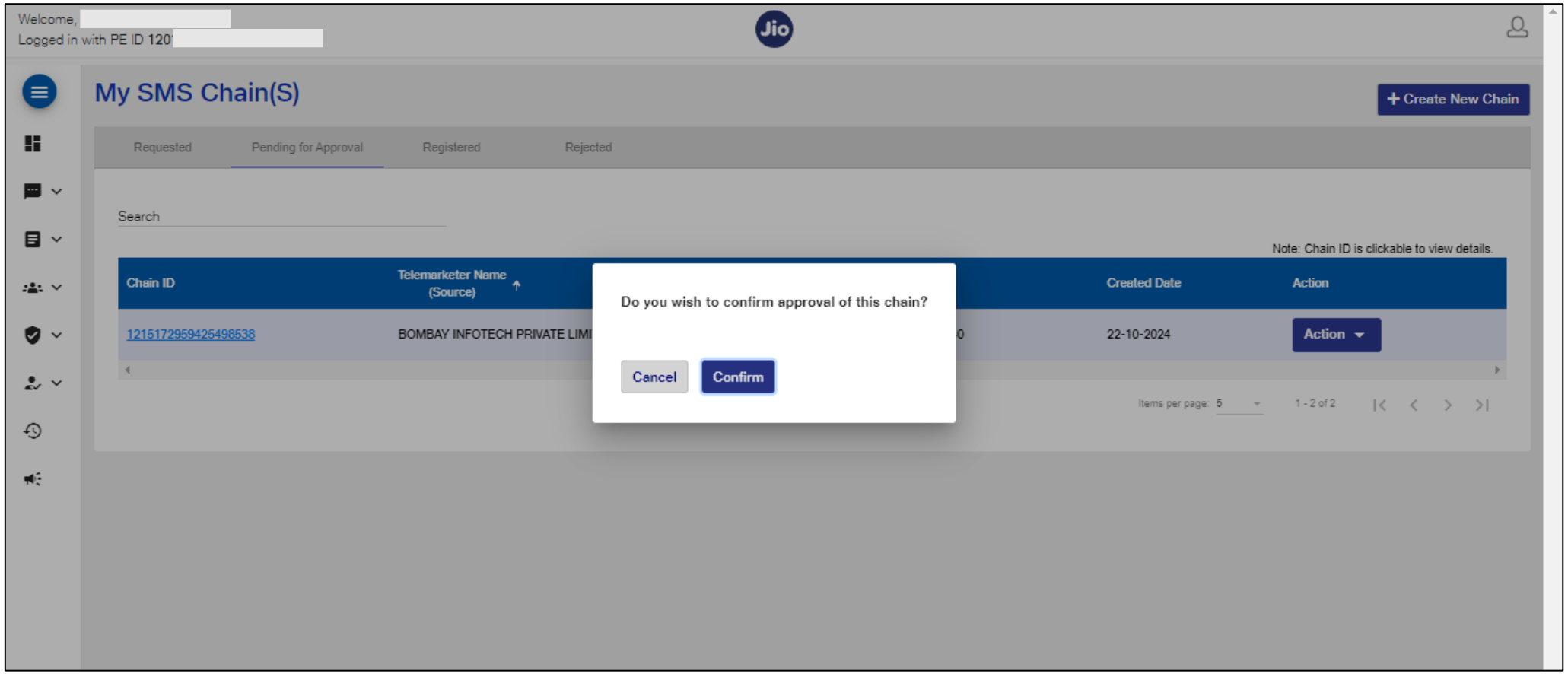
Principal Entity Action

Action → Approve

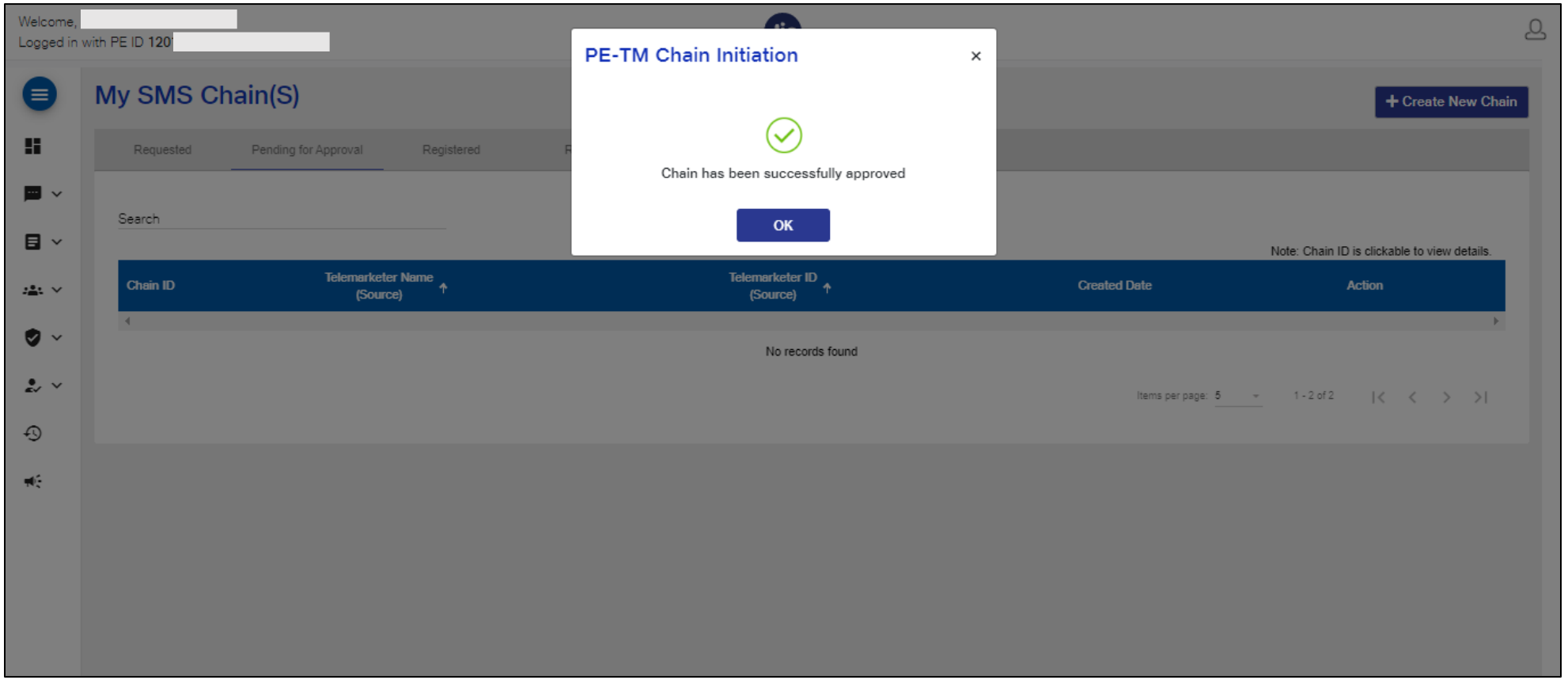


Principal Entity Action

‘Confirm’ to create chain on DLT

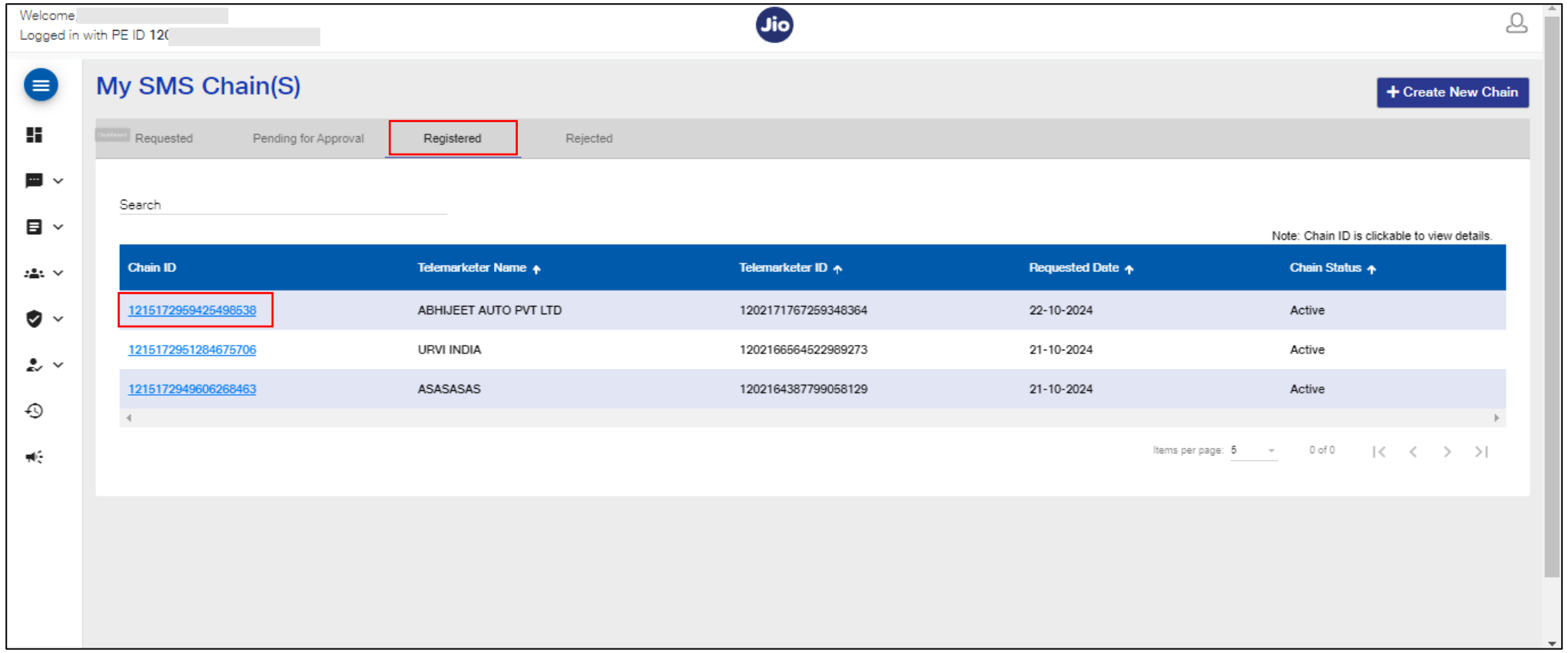


Principal Entity Action



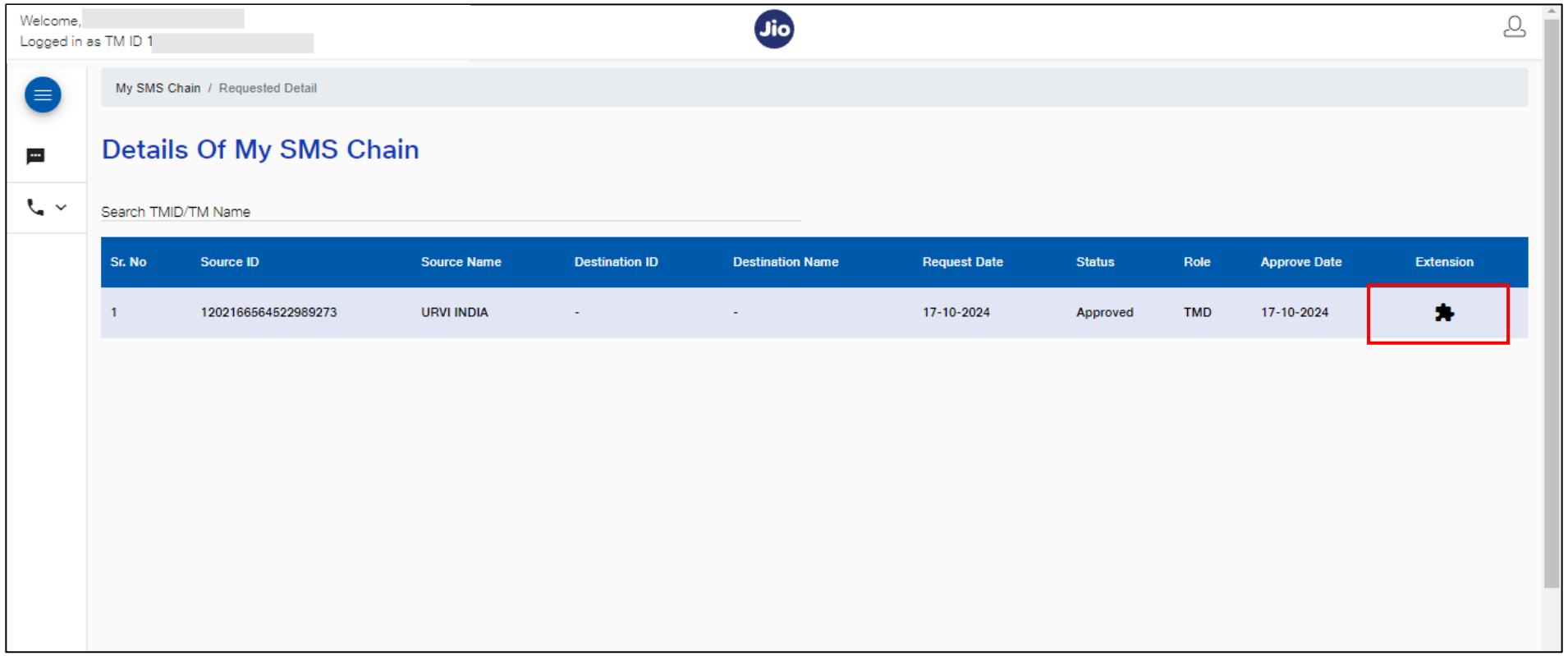
Principal Entity Action

The Chain request moves from ‘Pending’ to ‘Registered’ and Chain ID is created. It can be used for sending SMS traffic.



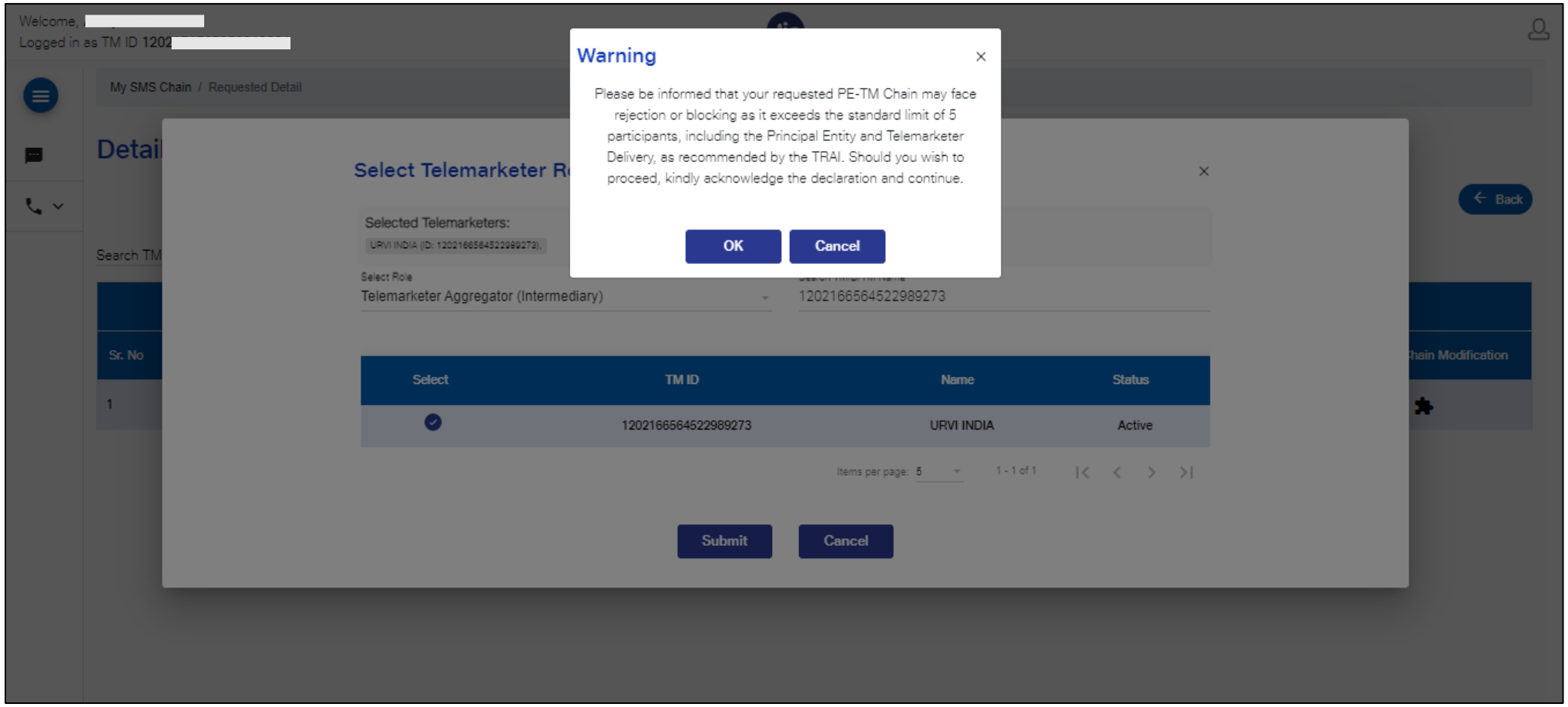
Telemarketer Extension

If the TM wants multiple chains (Requested, Pending, Registered),
Extension → Select Role (for another chain) → Approve
If Telemarketer Delivery then no further nomination
If Telemarketer Aggregator then nominate further TM(s)



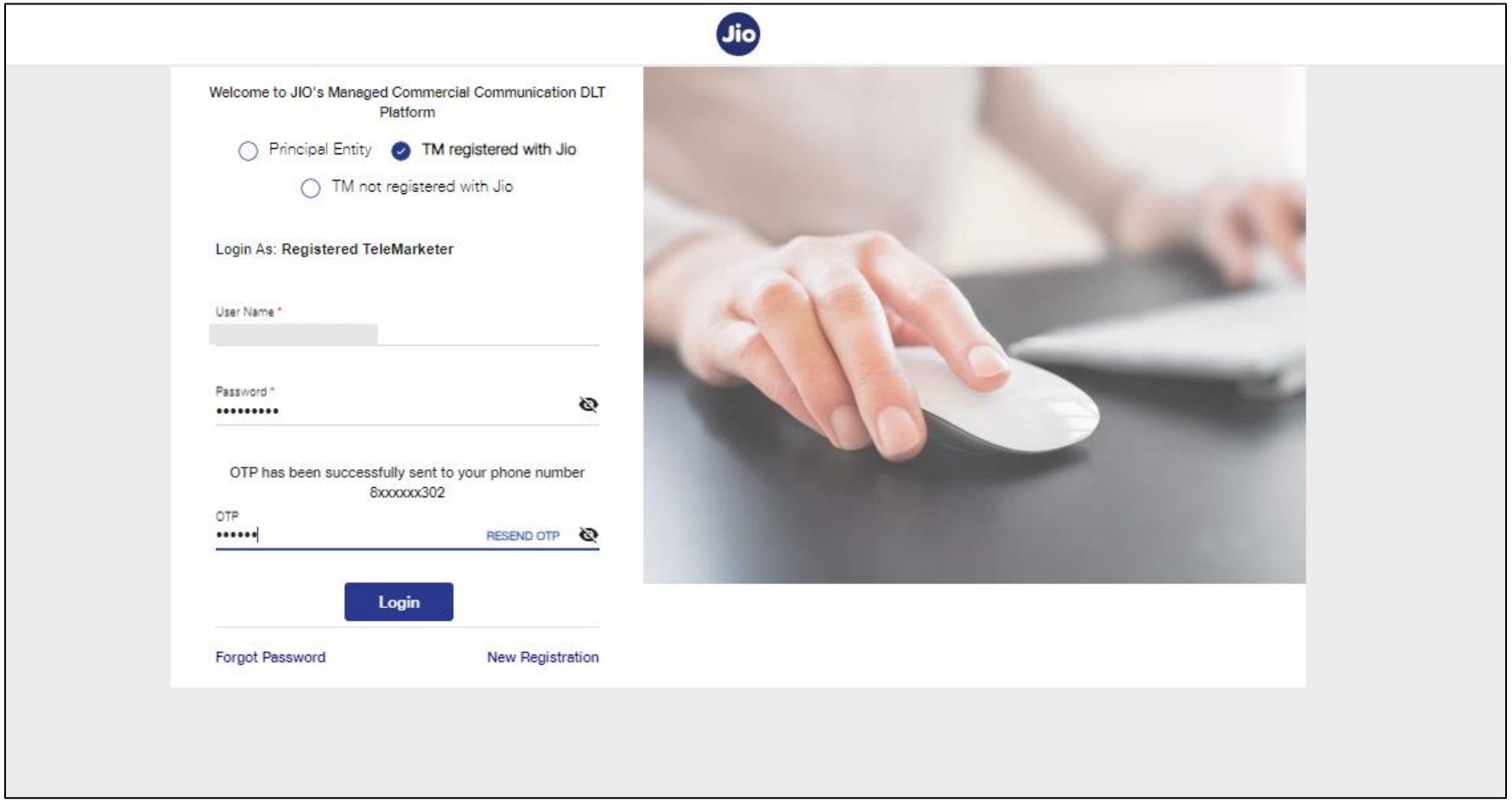
Telemarketer Aggregator (Exceptions)

If total number of chain participants exceed 5, TM & PE will have to acknowledge the same.



Login - Telemarketer registered with Jio

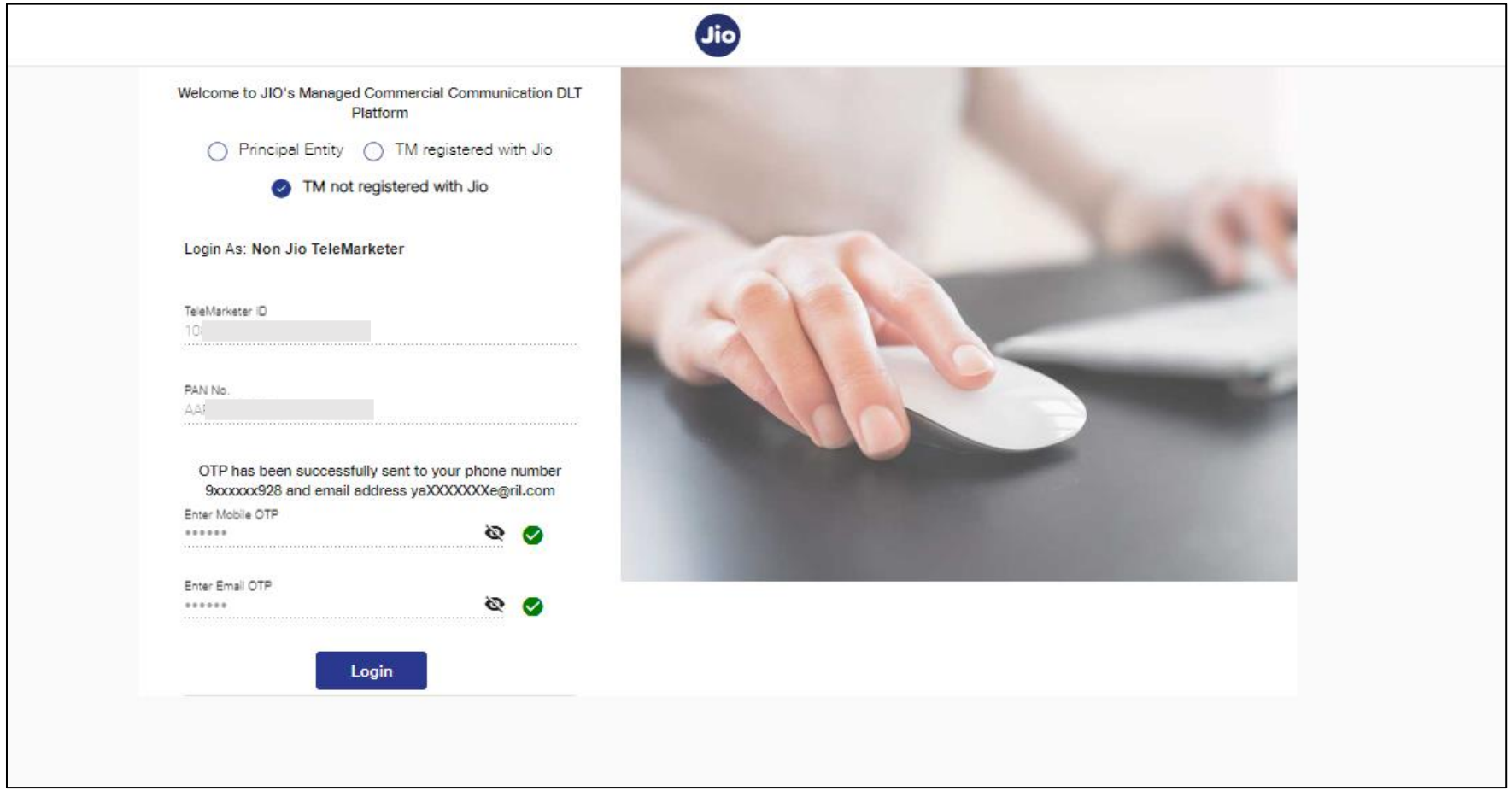
TM registered with Jio → User Name Password → Registered Mobile OTP



Login – Telemarketer not registered with Jio

TM not registered with Jio (on DLT) → TMID PAN → Registered Mobile & Email OTP

Primary TM details are populated from DLT for authentication. If the TM has to get them modified, they must connect with the TSP they registered with first.



THANK-YOU