

PROCEDURE TO REGISTERING, CHANGING CUSTOMER PREFERENCE  
OR DEREGISTERING CUSTOMERS

Every Access Provider shall set up a toll free Customer Preference Registration Facility, both for wireless and wireline, for registration, change or deregistration of customer's preference regarding receipt of commercial communication.

1. A subscriber may make a request to his Access Provider, through the Customer Preference Registration Facility, for registration of preference or change of preference or de-registration in the Provider Customer Preference Register through voice call, Interactive Voice Response System (IVRS) or SMS to 1909.
2. The request for all registration/change/de-registration has to be done from the same telephone number for which registration/change/de-registration has been requested.
3. A customer may, only after expiry of three months from the date of registration or three months from the date of last change of his request, apply for change of his preference.
  - a. Registration of preference or change of preference through voice call
4. A customer may make a call on toll free short code 1909 and talk to the customer care executive.
5. The customer care executive shall ask the customer whether he wants to register or deregister or change his preference.
6. If the customer wants to register or change his already registered preference, the executive shall inform the customer about the categories available for registration of his preference like fully blocked or partially blocked.

7. If the customer opts for fully blocked category, customer care executive shall confirm and register the customer request in Provider Customer Preference Register.
  8. If the customer opts for partially blocked category like Banking/Insurance/Financial products/credit cards, Real Estate, Education, Health, Consumer goods and automobiles, Communication/Broadcasting/Entertainment/IT, Tourism and Leisure, the executive shall ask the customer to exercise his preference(s).
  9. The customer care executive shall confirm and register the preference of customer in Provider Customer Preference Register.
  10. The customer care executive shall inform the customer through SMS the preferences exercised by the customer and his unique registration number within 24 hrs.
  11. Every Access Provider shall, in respect of request that have been found to be admissible, record details of such request in the Provider Customer Preference Register.
- b. Registration or change of preference through Interactive Voice Response System (IVRS)
12. The customer may make a call on toll free short code 1909 and select his preference to register, de-register or change his preference through the IVRS.
  13. If the customer chooses to register or change his preference, IVRS shall prompt him about the categories available for registration of his preference like fully blocked or partially blocked.
  14. If the customer opts for fully blocked category, IVRS shall confirm his preference.
  15. If the customer opts for partially blocked category, then system will prompt with options 1- Banking/Insurance/Financial products/credit cards, 2- Real Estate, 3- Education, 4- Health, 5- Consumer goods and

automobiles, 6- Communication/Broadcasting/Entertainment/IT, 7- Tourism and Leisure.

16. The customer may exercise the desired preference(s) which shall be confirmed by the IVRS.
  17. The customer shall be informed through SMS the preferences exercised by him and his unique registration number within 24 hrs.
  18. Every Access Provider shall, in respect of request that have been found to be admissible, record details of such request in the Provider Customer Preference Register.
- c. Registration of preference through SMS
19. A customer may also exercise his preference by sending SMS to 1909.
  20. If the customer wants to exercise the option of fully blocked, he may send SMS "START 0".
  21. If the customer wants to exercise the option of partially blocked, he may send SMS "Start <option>" as given below:
    - "START 1" for receiving SMS relating to Banking/Insurance/Financial products/credit cards
    - "START 2" for receiving SMS relating to Real Estate
    - "START 3" for receiving SMS relating to Education
    - "START 4" for receiving SMS relating to Health
    - "START 5" for receiving SMS relating to Consumer goods and automobiles
    - "START 6" for receiving SMS relating to Communication/Broadcasting/Entertainment/IT
    - "START 7" for receiving SMS relating to Tourism and Leisure
  22. A customer can also choose multiple preferences from categories of preference mentioned in para 19 above. For receiving commercial SMSs from Banking/Insurance/Financial products/credit cards and Real Estate, the customer may send SMS in the format "START 1,2".

23. On receipt of option exercised by the customer through SMS, the Access Provider shall send an SMS to confirm the options exercised.
  24. After receipt of confirmation from the customer, the Access Provider shall register his preference and send a confirmation SMS indicating his unique registration number.
  25. Preference '0' shall always suppress other preferences. If '0' is sent with any other customer preferences, it will be treated as fully blocked preference. For example, "START 0,2,3", shall be considered fully blocked option.
- d. Change of preference through SMS
26. A customer can change his option either by stopping the earlier options or by adding new options with the already exercised preferences.
  27. For stopping the existing options, the Customer may send the SMS "STOP <OPTION>" which he wants to be stopped.
  28. For adding a new option, Customer may send the SMS "START <OPTION>" which he wants to add to the already existing preferences.
  29. Illustration:  
A customer with an existing option of 2 (Real Estate) and 3 (Education) wants to opt out of 2 and add 4 (Health) will send SMS as under:  
"STOP 2" for opting out from SMS relating to Real Estate and  
"START 4" for opting to receive SMS relating to Health
  30. After sending SMS to 1909 for changing preference(s), SMS indicating customers' options shall be sent seeking confirmation of the customer.
  31. After receipt of confirmation from the customer, his preferences shall be registered and a confirmation SMS shall be sent indicating unique registration number within 24 hrs.
  32. Every Access Provider shall, in respect of request that have been found to be admissible, record details of such request in the Provider Customer Preference Register.

B. PROCEDURE FOR DE-REGISTRATION

a. De-Registration through voice call

33. Customer may make a call on toll free short code 1909.

34. The customer care executive shall ask the customer whether he wants to register, deregister or change his preference.

35. If customer wants to deregister, the customer care executive shall accept his request and deregister him.

36. Customer care executive shall inform the customer through SMS about his deregistration.

b. De-Registration through Interactive Voice Response System (IVRS)

37. A customer may, only after expiry of three months from the date of registration, request the Access Provider through the Customer Preference Registration Facility, for withdrawal of his registration.

38. A customer may make a call on toll free short code 1909 and select his preference to de-register through the IVRS.

39. The IVRS shall confirm the selected option by the customer and inform him through SMS about his deregistration.

c. De-Registration of preference through SMS

40. A customer can de-register by sending SMS "STOP" to 1909.

41. The customer shall be informed through SMS about his deregistration request seeking his confirmation.

42. On receipt of confirmation, the Access Provider shall deregister the customer and inform him through SMS.