

# *DIGITAL CONSENT ACQUISITION*

*VERSION: 1.0*

*DATE: 10<sup>TH</sup> MARCH 2022*



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According to TRAI Regulations (TCCCPR 2018) Consent means any voluntary permission given by the Customer to sender to receive commercial communication related to specific purpose, product, or services. These Consents allow the Principal Entity to override the customers' DND preferences and send SMS or Voice telemarketing communication. The consents can only be revoked by customer. Jio's TrueConnect platform helps entities to acquire digital consents from their customers and store it inside the Blockchain as cryptographically encrypted immutable records.

## **Process to acquire consents:**

1. PE will initiate the Consent Acquisition requests through below channels provided by OAP
  - a) QR Code
  - b) TrueConnect portal (Web)
  - c) API
2. On receipt of New Consent request, OAP would identify the TAP
3. Post identification of TAP, OAP shall encrypt and push to DLT
4. On receipt of new request for Consents from OAP, TAP must acquire Consent for his customers and Update the status
5. Customer shall manage their consents through TAP's mobile/web application
6. All the acquired consents will be valid up to one year.

# Pre-requisites For Digital Consent Acquisition :

## Content and Consent Template Registration:

Principal Entities to register promotional and service Explicit Content templates against their registered consent templates and get it approved from the respective registrar to override the DND preference set by the customers for promotional and service Explicit messages.

The registered Consent Templates to be used to acquire customer's consent

## Process to Register Consent & Content Templates:



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Document

## Consent Credits Recharge:

In order to acquire digital consents, PE's must buy consent credits from the OAP portal. Only when the PE's have sufficient consent credit balance in their account, the consent initiation request would be initiated.

***The consent credit tab will be available only for PEs who are successfully onboarded on Jio's financial systems.***

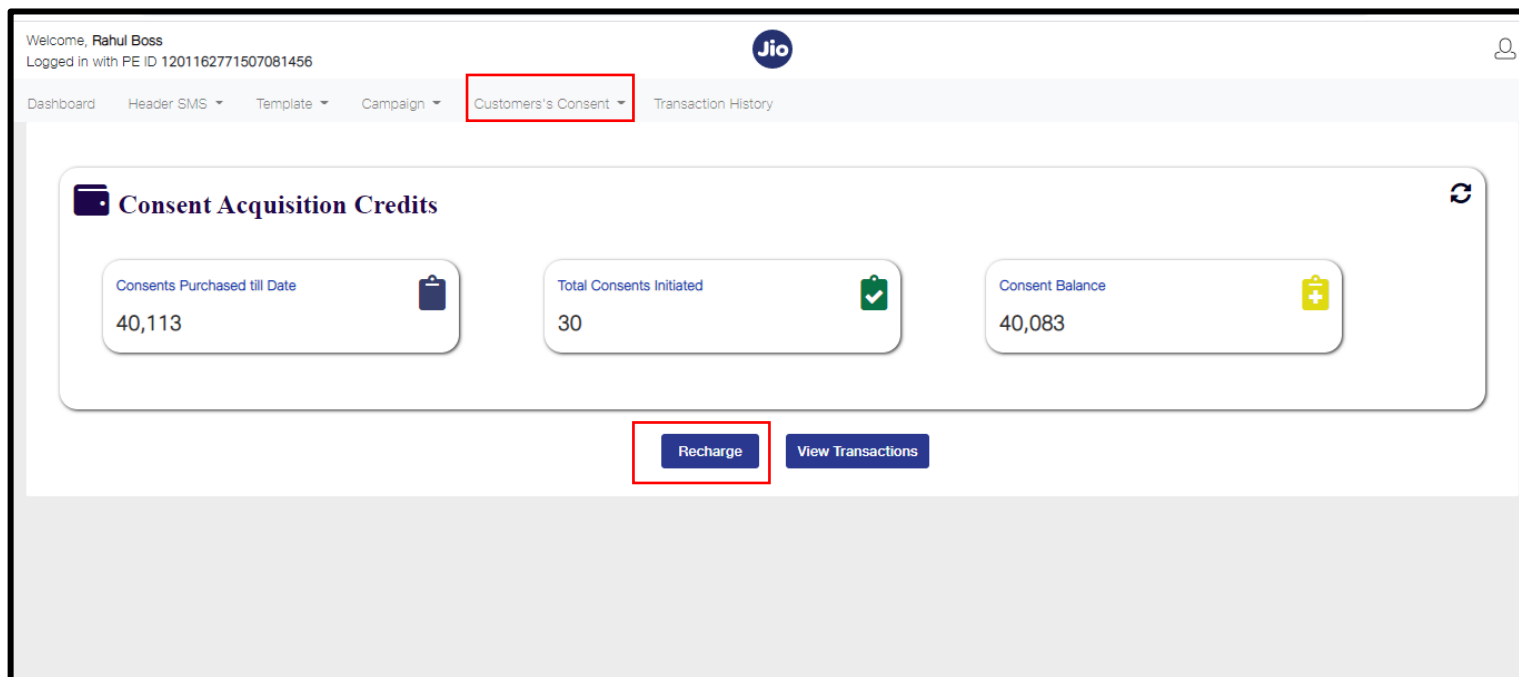
# Purchase Consent Credit's through TrueConnect Portal (Prepaid Model)

## Steps to purchase consent Credits through TrueConnect Portal:

1. Click on customers consent tab and select consent credit option from the dropdown
2. Click on recharge option and enter the number of consent credits PE wants to purchase as per the rate slab mentioned
3. Verify the amount to be paid and click on confirm and proceed
4. Complete the payment process.
5. Once payment is done and invoice is generated , the consent credits will be made available in PE's account. PE can view the details of the transactions on transaction details page

## Validations:

- 1) The invoice generation would take 24-72 hrs. Post invoice generation, consent credits will be available
- 2) If PE's consent credit balance is **low or exhausted**, he will **receive notifications** on the portal as well as through mail. The consent initiation request will be successful only when the PE'S credit balance is sufficient



# Purchase Consent Credit's through TrueConnect portal (Prepaid Model)

Dashboard
Header SMS
Template
Campaign
Customers's Consent
Transaction History

## Consent Acquisition - Recharge

# Consents  
50100

Please enter the number of consents you wish to purchase

### Rate Card For Consent Credits

- 10000 - INR 10 per consent
- 10000 - INR 9 per consent
- 10000 - INR 8 per consent
- 10000 - INR 7 per consent

\*Taxes as applicable

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Amount will be calculated and displayed as per the flag of external and internal customers

Dashboard
Header SMS
Templates
Campaign
Customer's Consent

## Consent Acquisition –Consent Credits

Dear Customer you have made a request of purchasing 50,100 Customer Consents, you need to pay INR.350700/- for this purchase

Cancel
Confirm and proceed for payment

Welcome, **Rahul Boss**  
Logged in with PE ID 1201162771507081456

Dashboard
Header SMS
Template
Campaign
Customers's Consent
Transaction History

## Consent Acquisition Credits Recharge Summary

From Date
To Date
Transaction ID
Search
Clear All

Transaction ID	Date	Total Consents Purchased	Consents Available Status	Amount (in INR)	Payment Status	Receipt Download	Invoice Download
	02-03-2022	50100	FAILED	4,13,826	INTENDED	<a href="#">Download</a>	<a href="#">Download</a>
	02-03-2022	10000	FAILED	1,18,000	INTENDED	<a href="#">Download</a>	<a href="#">Download</a>
	02-03-2022	1000	FAILED	11,800	INTENDED	<a href="#">Download</a>	<a href="#">Download</a>
10942206155732587000	02-03-2022	10000	PENDING	1,18,000	SUCCESS	<a href="#">Download</a>	<a href="#">Download</a>
10902206155296944000	02-03-2022	12000	PENDING	1,27,440	SUCCESS	<a href="#">Download</a>	<a href="#">Download</a>
	02-03-2022	10000	FAILED	1,18,000	INTENDED	<a href="#">Download</a>	<a href="#">Download</a>
10902206153826229000	02-03-2022	15000	PENDING	1,59,300	SUCCESS	<a href="#">Download</a>	<a href="#">Download</a>
10942206147456160000	02-03-2022	10000	PENDING	1,18,000	SUCCESS	<a href="#">Download</a>	<a href="#">Download</a>
	02-03-2022	10000	FAILED	1,18,000	INTENDED	<a href="#">Download</a>	<a href="#">Download</a>

Transaction summary page to view the transaction details

# Consent Initiation Process (PE and OAP) :

1. PEs to register consent template in DLT platform and respective registrar to approve the same. These registered consent template content to be used by the PEs to Acquire consent
2. Channels for digital consent initiation :
  - **QR Code**
  - **TrueConnect Portal (Web)**
  - **API**
3. Customer (TAP's mobile customer) visits to PE's POS (Website, Mobile Application, Physical Store)
4. PE prompts to acquire customer's consent by displaying benefits, consent template content etc
5. If the consent is initiated through QR-Code then Customer to enter his mobile number for consent initiation
6. If PE has opted for API's or web portal he can login into the web portal of OAP or decide to use the API of the OAP which he is associated with.
7. OAP associated to the Entity to receive the request and pass it on to the customer's TAP for validation/authentication.
  - PE ID, Consent Template ID,s MSISDN, Date & Time, OAP details, TAP details
  - OAP to refer the MNP database to find respective TAP.

# Consent Initiation process through QR Code



A QR code will be available on the TrueConnect portal against each consent template registered by the PE. It will include information like PE id, consent template id, consent template text and brand name. Once this QR code is downloaded it can be displayed in the Physical stores where customers can scan the QR Code and initiate the consent request.

## Steps to download the QR Code:

- 1) Click on customers consent tab and select “Download consent QR” Option
- 2) Click on “download QR Code”. The QR Code will be downloaded in PDF format

## Consent initiation request by customer through QR code

- 3) Once the QR code is scanned by the customer, a page with details of the consent will be displayed. Once the customer enters his mobile number & captcha details, consent will be initiated successfully.

Welcome, **Rahul Boss**  
Logged In with PE ID 1201162771507081456

Dashboard Header SMS Template Campaign Customers's Consent Transaction History

### Consent QR Download

Date From  Date To

Search

Template ID	Template Name	Brand Name	Scope of Consent	Approved Date	Status	QR Code
1208162816890798544	test2342	brand342	<a href="#">View</a>	05-08-2021	Active	<a href="#">Download QR code</a>
1208162816894329257	test8989	brand9989	<a href="#">View</a>	05-08-2021	Active	<a href="#">Download QR code</a>
1208162816900937869	test6767	brand5767	<a href="#">View</a>	05-08-2021	Active	<a href="#">Download QR code</a>
1208162816904409390	ets5656	brand5656	<a href="#">View</a>	05-08-2021	Active	<a href="#">Download QR code</a>
1208162816907850555	test template	testbrand	<a href="#">View</a>	05-08-2021	Active	<a href="#">Download QR code</a>

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### Digital Consent Acquisition

**Brand Name**  
Reliance Digital

**Principle Entity Name**  
Reliance

**Scope of Consent**  
Dear Mr. XYZXYZ, we are pleased on your sign up with Reliance Digital today. To receive exciting promotions and offers on SMS/call, please submit your consent.

**Please enter 10-Digit Mobile Number to initiate Consent Acquisition**

**Mobile Number \***

**CAPTCHA \***

☐ I am not a robot



# Consents Initiation process through TrueConnect (web) portal

Consent initiation process can also be done by the PE itself through TrueConnect portal

## Steps for consent initiation process:

- 1) Click on customers consent tab and select “consent acquisition” option from the dropdown
- 2) Enter all the required details and click on submit button, single consent initiation request will be generated successfully
- 3) To initiate the consent acquisition request in bulk, click on browse option and upload a csv file with the list of all the MSISDN's against which the consent is to be initiated. Once the file is uploaded click on submit button. The consent initiation request will be generated successfully.
- 4) Once the request is submitted, same process of TAP Verification is followed as followed in QR Code process

Welcome, **Rahul Boss**  
Logged in with PE ID 1201162771507081456

Dashboard Header SMS Template Campaign Customers's Consent Transaction History

### Consent Acquisition Registration

**Consent Details**

Entity Name

Select by Template Name / Template ID \*

☒ Name ☐ ID

Consent Template \*

Brand Name

Scope of Consent

**Bulk Upload Subscriber's Numbers**

Select Bulk MSISDN File

Please select a CSV file.

Browse

Download Sample File

OR

Enter Subscriber's Number

Phone Number

Cancel Submit

*If consent credit balance is less/exhausted then the PE will not be able to initiate the single or bulk consent acquisition request.*

# Consents Initiation process through API's

PE's can also initiate the consent through the API's . API Specifications for Consent across Industry is as below



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Document

## Steps To set a password for authenticating these digital consent API's and to register call back URL and IP

- 1) Click on customer consent tab and select Digital consent APIs from the dropdown
- 2) Click on IP address tab and follow the steps to Register IP: IP-whitelisting feature is enabled to ensure any activity in your DLT portal account is allowed only when you login from the pre-declared IP address(es).

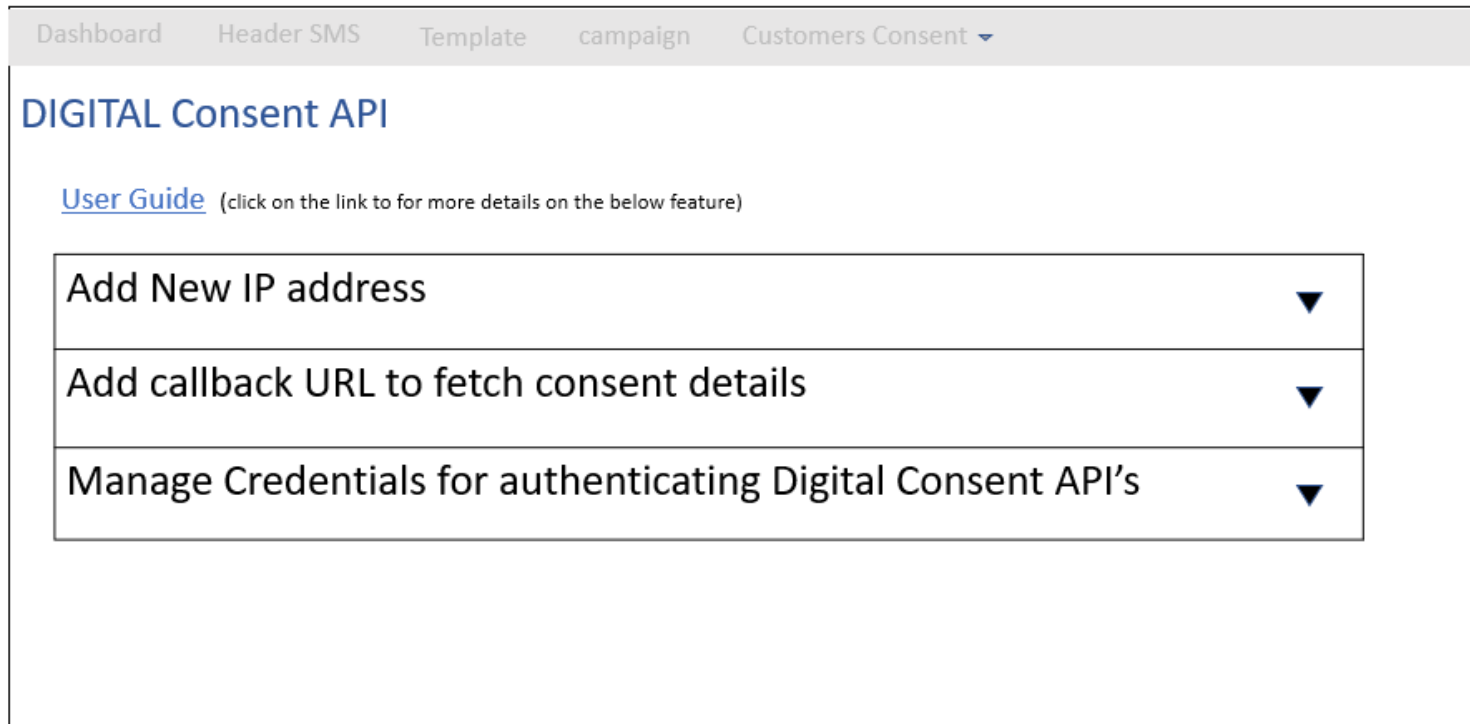
*This IP-whitelisting feature, while strongly recommended, has been kept optional.*

- 3) Call-back URL – In order to receive the status of the consent registered, PE can register a call back URL on the OAP(TrueConnect) Portal and OAP will send the status using the same URL. The URL Specifications is as mentioned in the below document



Adobe Acrobat  
Document

- 4) Manage credentials - To set a password for authenticating the digital consent API's click on Manage credentials for authenticating digital consent API's and follow the steps.



Once the consent is initiated the PE’s can track the status of the consent through the summary Page. The details of each consent record will be available on the summary screen

- Steps:
- 1. Click on customers consent tab
  - 2. Select consent Acquisition summary from the dropdown
  - 3. You can download the report in Excel format as per the filter applied

TrueConnect Platform

localhost:4201/#/consent/consent-acquisition-summary-list

Welcome, Priyankam  
Logged in with PE ID 1201162159813728959

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DashboardHeader SMSTemplateCampaignCustomers's Consent

Consent Acquisition Details

Template Name

Status

Status (any)

Dates based on

Select Any Option

Consent Template Id

MSISDN

10 digits MSISDN

From Date

Brand Name

Channel

All

To Date

Entity Name

Apply

Clear All

Export as Excel

Consent Template ID	Number	Consent Template Name	Brand Name	Updated Date	Expiry Date	Status	Channel
1208162322850654593	7799838687			23-06-2021	14-12-2021	Initiated	QR
1208162322850654593	8002134802			23-06-2021	14-12-2021	Initiated	QR
1208162322850654593	9913630632			23-06-2021	14-12-2021	Initiated	QR
1208162322850654593	7259753727			23-06-2021	14-12-2021	Initiated	QR
1208162322850654593	9912225119			23-06-2021	14-12-2021	Initiated	QR

Consent Status	
Initiated	Digital Consent is “Initiated” by the OAP
Accepted	Digital Consent is “Accepted” by the Customer
Rejected	Digital Consent is “Rejected” by the Customer
Failed	No response by the Customer
Revoked	Digital Consent is “Revoked” by the customer
Expired	After 12 Months from Consent Acquisition Date
MNP Expired	If the Digital Consent is in “Initiated” and during this duration if the Customer has opted for MNP, then acquisition process would be void

1. Once the consent initiation request is generated , OAP to capture the details and submit it to the TAP
2. TAP will send a SMS through short codes ( **127000-127999**) along with a Deep App link to the customer for verification/rejection of the consent
3. Customer can click the link to open either the preinstalled app of service provide or opt the SMS mode to accept/reject the consent.
4. Post validation TAP will update the OAP and records the consent in DLT
5. Once the consent is successfully verified by the customer ,OAP will update the respective PE with final status (Success/failed/rejected) ( PE can view the status on consent acquisition summary page)
6. PE can also register a call back URL on the OAP Portal and OAP will send the status using the same URL

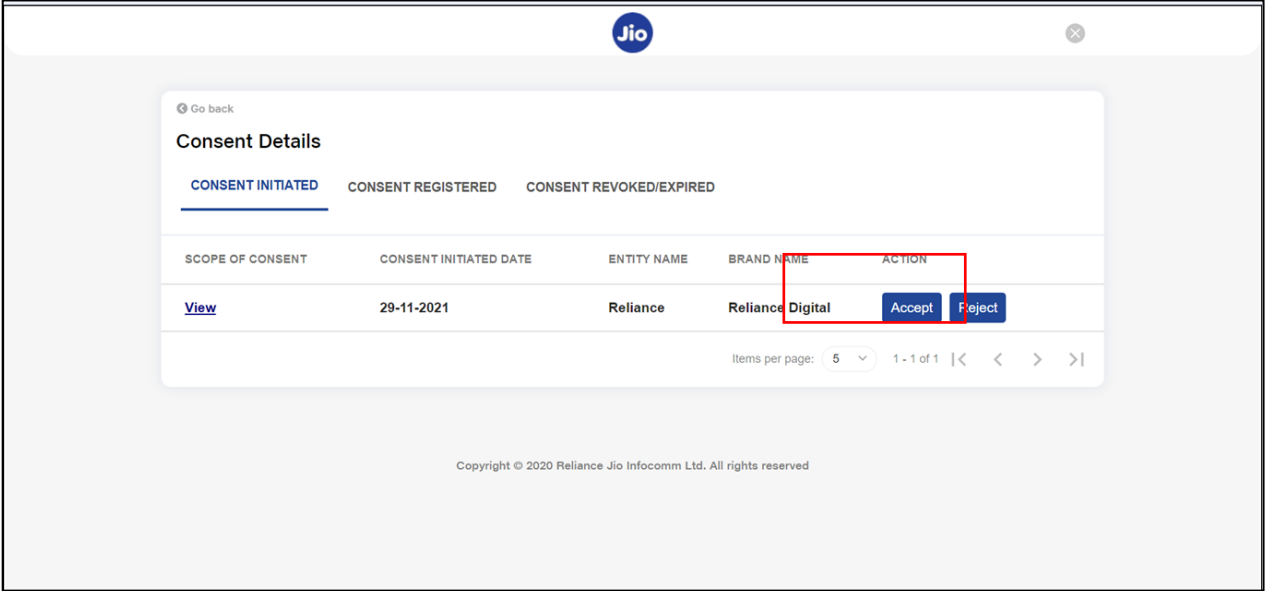
## SMS received by the customer once consent is initiated

*Dear customer, Entity Ms. XXXXX is requesting for your consent on (Consent Template) “to keep you updated with their products, services and promotions by sending communication via SMS or voice call”, to give your consent reply with Y/N to 127000 or click on the link XXXXXXXXXX to provide and manage your consents.*

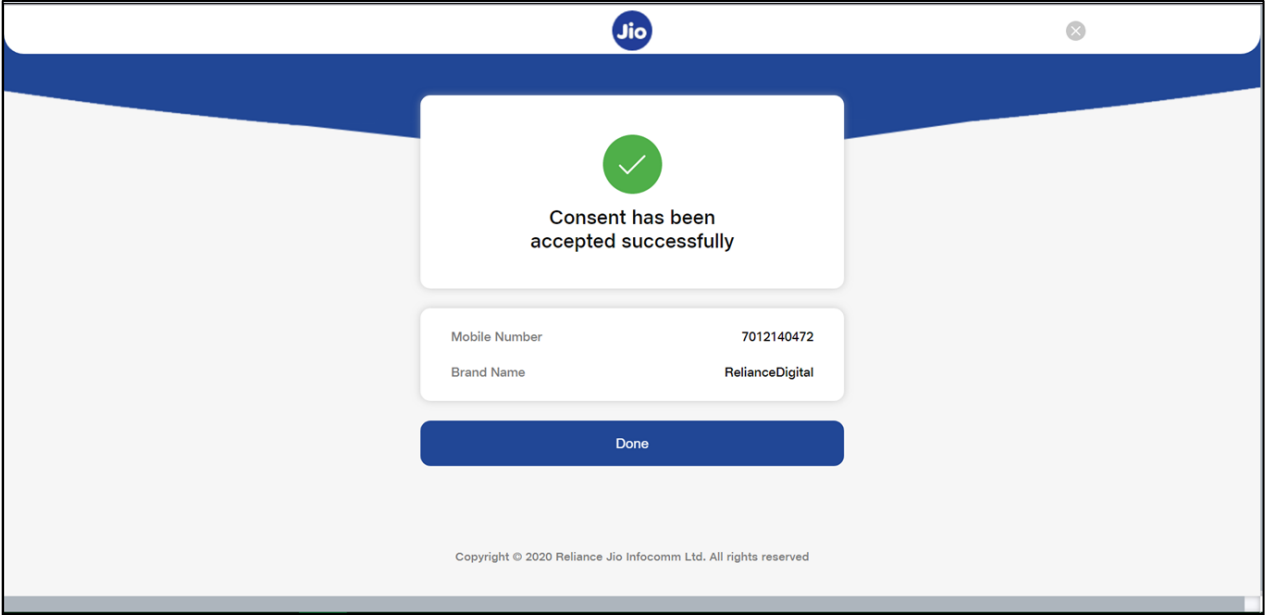
## Channels through which consents can be verified by the customer

- 1) Web and mobile application (MyJio and Jio.com)
- 2) SMS short code
- 3) TSP's customer support Services

# Consent Verification Process (TAP & Customer's)

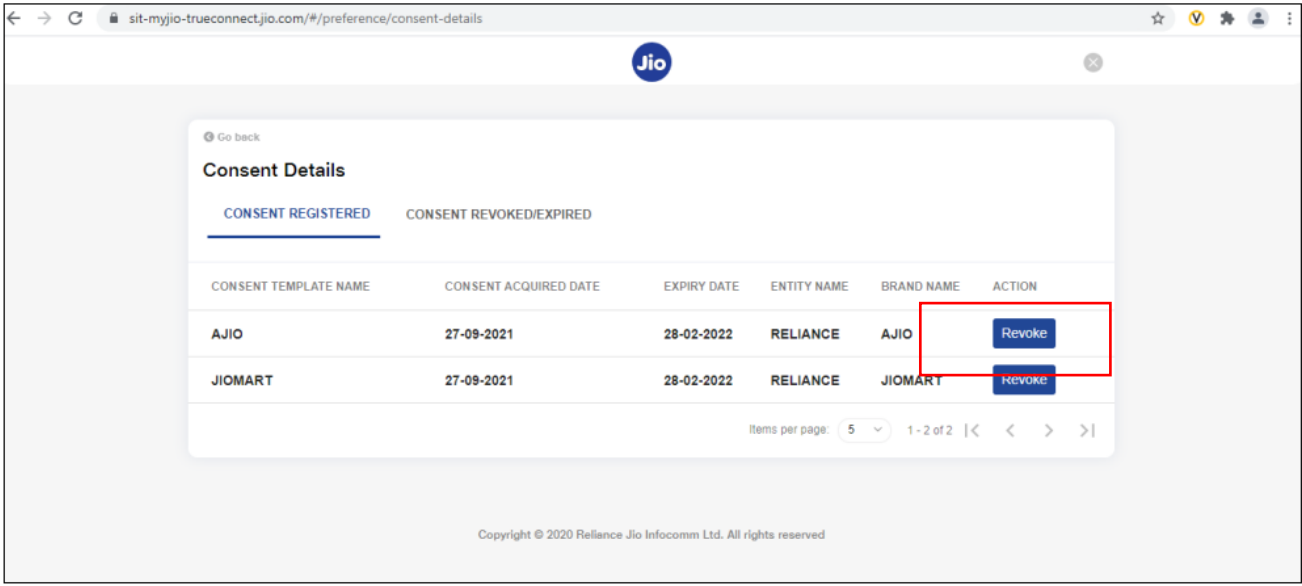


1) Once the consent is initiated customers can Reject/accept the consent through TAP’S web/mobile application.



2) Registered consent can be revoked by the customers and revoked consents can be re-registered by the customer

# Consent Verification Process (TAP & Customer's)



3) customers can also manage their consents by calling TAP’s customer support services

Consent Details						
Consent Initiated    Consent Registered <u>Consent Revoked/expired</u>						
Consent template name	Consent initiated Date	Expired/revoked/failed on	Entity Name	Brand Name	Status	Action
ABC	06/02/2021	06/08/2021	Entity Name 1	Brand Name 1	Revoked	Accept
PQR	06/02/2021	06/08/2021	Entity Name 2	Brand Name 2	Expired	
XYZ	06/02/2021	06/08/2021	Entity Name 3	Brand Name 3	Revoked	Accept

4) PE can reinitiate the consent for a customer Within 10 days of “due to expiration”

# Consent Verification Process (TAP & Customer's) – Short Code

Customers can also accept/reject the consent through SMS by sending y/n on the SMS received

127000

Dear Customer, M/s XXXXX for Brand XXXXX has requested your consent on (Consent Template) To keep you updated with their products, services and promotions by sending communication via SMS or voice call. To give your consent reply with Y/N to 4444XXXXX/3333XXXXX or click on the link XXXXXXXXX to provide and manage your consents.

y

127009

Dear Customer, M/s XXXXX for Brand XXXXX has requested your consent on (Consent Template) To keep you updated with their products, services and promotions by sending communication via SMS or voice call. To give your consent reply with Y/N to 4444XXXXX/3333XXXXX or click on the link XXXXXXXXX to provide and manage your consents.

N



**Thank You**

