



WHAT IS UNSOLICITED COMMERCIAL COMMUNICATION (UCC)?



Any commercial communication that is neither as per the consent nor as per registered preference(s) of recipient.



UCC can be in form of text messages, phone calls, E-mails or social media messages

UCC are often considered to be a nuisance, and they can also be a security risk. For example, a UCC could contain a malicious link which may infect your device with malware and steal your personal information.



UCC HAS SEVERAL NEGATIVE CONSEQUENCES, INCLUDING:



1 PRIVACY INVASION

UCC intrudes into individuals' personal spaces without their consent, violating their privacy.

1

2 PRODUCTIVITY DISRUPTION

Sorting through and managing a barrage of unwanted messages consumes valuable time and hampers productivity.

2

3 FINANCIAL RISKS

Some UCC may involve fraudulent schemes that can lead to financial loss for unsuspecting recipients.

3

PROCEDURE TO BLOCK AND UNBLOCK PREFERENCES

A customer can select or deselect preferences for commercial communication and selection of preferences take effect in near real time.

SMS BLOCK <Code>
to 1909



Call on 1909



Use DND mobile app by TRAI



Use USSD dial string
1909<Code>#



Visit TSPs Web portal



CODE

0	All CC Categories except transactional type of CC
50	All CC Categories except transactional and service type of CC
1	Banking/Insurance/ Financial Products/ Credit Cards
2	Real Estate
3	Education
4	Health
5	Consumer Goods and Automobiles

Commercial Communications Category to be blocked



CODE

Communication/ Broadcasting/ IT	6
Tourism and Leisure	7
Food and Beverages	8

STAY SAFE BY FOLLOWING THESE MEASURES

Avoid sharing personal details like mobile numbers with any unknown person or any unauthorized platform



Confirm genuineness before ticking subscribe boxes when filling online forms.



Utilize opt-out mechanisms provided by service providers or TRAI to limit unwanted communications.



Protect personal information with strong passwords and enable multi-factor authentication



Keep devices and applications updated to leverage the latest security features.



***In case of any grievance related to UCC, lodge a complaint on
Consumer Care No. (1909) or TRAI DND App**

SCAN QR CODES FOR MORE DETAILS



TRAI DND App on
Google Play Store



Telecom Commercial
Communications Customer
Preference Regulations 2018



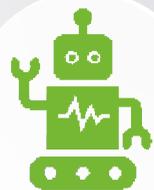
Video on UCC
for awareness

HOW TRAI IS WORKING TO CURB UCC?

Recording of consumer consent and preferences digitally through Digital Consent Acquisition (DCA) System.



Deployment of AI/ML-based UCC Detect System that can constantly evolve to deal with new signatures, patterns, and techniques used by Unregistered Telemarketers (UTMs).



Bulk commercial communication is to be sent by the registered entities using registered headers and templates as prescribed in the regulation.



No commercial communications can be sent without customer preferences or digitally registered consent.



सत्यमेव जयते

Issued in Public Interest by:

Telecom Regulatory Authority of India

(IS/ISO 9001:2008 Certified)

Mahanagar Doorsanchar Bhavan

Jawaharlal Nehru Marg, New Delhi-110002

Website: www.trai.gov.in

