

## FAQs: The National Customer Call Preference Registry

### 1. What is meant by Commercial Communication?

“Commercial Communication” means any message, voice or SMS, made through telecommunications service, which is transmitted for the purpose of informing about, or soliciting or promoting any commercial transaction in relation to goods, investment or services.

### 2. What is Unsolicited Commercial Communication (UCC)?

“Unsolicited Commercial Communication” means any commercial communication which a subscriber opts not to receive but does not include,

- (i) any transactional message; or
- (ii) any message transmitted on the directions of central Government or State Government or agencies authorized by it

### 3. Which messages are categorized as Transactional Messages?

“Transactional message” means an SMS containing only—

- (i) information sent to its customer(s) by the Bank or financial institution or insurance company or credit card company or Access Provider pertaining to the account of that customer(s);
- (ii) information given by Airlines or Indian Railways or its authorised agencies to its passengers regarding travel schedules, ticket booking and reservation;
- (iii) information from a registered educational institution to parents or guardians of its students;
- (iv) any other message as may be specified by the Authority, from time to time as “Transactional message”

4. Which messages are categorized as Promotional Messages?

“Promotional message” means message containing promotional material or advertisement of a product or service.

5. What is the Provider Customer Preference Register?

“Provider Customer Preference Register” means a data base maintained by an Access Provider containing telephone numbers and other details of its subscribers who have registered their preference regarding commercial communications.

6. What is the National Customer Preference Register (NCPR)?

“National Customer Preference Register” means a national data base containing a list of the telephone numbers of all subscribers who have registered their preferences regarding receipt of commercial communications.

7. What is National Telemarketers Register?

“National Telemarketers Register” means a national data base containing details of telemarketers registered with the Authority.

8. Who is a Telemarketer?

“Telemarketer” means a person or legal entity engaged in the activity of transmission of commercial communications.

9. What is meant by ‘Fully Blocked’ Category?

“Fully blocked” means stoppage of all types of commercial communication.

10. What is meant by ‘Partially Blocked Category?’

“Partially blocked” means stoppage of all commercial communications, except SMS in respect of category or categories of preference indicated by the subscriber.

11. What are the different preferences available to a customer in partially blocked category?

Following preferences under partially blocked categories are available to a customer:

- (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.

12. What is Customer Preference Registration Facility?

“Customer Preference Registration Facility” means the facility established by an Access Provider, for the purpose of registration or de-registration of the preference of its subscribers in respect of receipt of commercial communications.

13. What is the procedure for registration in NCPR?

You can register your preference(s) in NCPR by dialing 1909 or by sending SMS to 1909. For detailed procedure visit the website [www.nccptrai.gov.in](http://www.nccptrai.gov.in) and click ‘How to register’ under tab ‘Information for customers’.

14. Can I change my preference once chosen?

Yes. Any subscriber may, at any time after expiry of three months from the date of registration or three months from the date of registration or last change of his request can change his preference. For detailed procedure visit the website [www.nccptrai.gov.in](http://www.nccptrai.gov.in) and click 'How to change Preference' under tab 'Information for customers'.

15. I have already registered my telephone number in earlier NDNC registry. Do I need to register again?

No. A subscriber who is already registered in the National Do Not Call Registry (NDNC) is not required to re-register and his said registration will be valid under the 'fully blocked' category.

16. Can I make a complaint if I get a commercial call/SMS even after registering my number in fully blocked category?

Yes. In case any subscriber receives unsolicited commercial communication after expiry of seven days from the date of his registration in the Provider Customer Preference Register, he may make a complaint to his Access Provider

17. Can I make a complaint if I get a SMS from the partially blocked category when I have not opted for it?

Yes.

18. What is the procedure of making a complaint?

You can make a complaint to your Access Provider, through voice call or SMS, mentioning therein the particulars of telemarketer, the telephone number from which the unsolicited commercial communication has originated, the date, time and brief description of such unsolicited commercial communication. For detailed procedure visit the website [www.nccptra.gov.in](http://www.nccptra.gov.in) and click 'How to register complaint' under tab 'Information for customers'.

19. Will I get any feedback on my complaint?

Yes, you will get feedback on your complaint within 7 days of making such complaint.

20. What if I change my mind? Can I take my number off the National Customer Call Preference Registry?

Yes. Any subscriber may, at any time, after expiry of three months from the date of registration, request the Access Provider, for withdrawal of his registration. For detailed procedure visit the website [www.nccptra.gov.in](http://www.nccptra.gov.in) and click 'How to de-register' under tab 'Information for customers'.

21. My number is on the fully blocked category of NCPR. Can my access provider send me promotional messages for third party services provided by him?

No.

22. My number is on the fully blocked category of NCPR. After I bought something from a company, a telemarketer representing that organization calls me frequently. Is this a violation?

Normally such calls are not allowed unless there is a consent given by the customer himself for receiving such communication.

23. I have more than one personal telephone number. Do I have to register all of those numbers?

Yes, if you don't want to receive commercial communications on these numbers.

24. How long does my phone number stay registered?

Your telephone number will remain registered with NCPR unless you prefer to withdraw the same from NCPR.

25. I moved and got a new phone number. Do I need to register the new number?

Yes. You have to register your new number separately.

26. Do I need to take my old phone number off the list when I get a new number?

No, if you don't want to receive commercial communication on your old number also.

27. Can I register all my family and friends?

One should register his telephone numbers only for not receiving commercial communications. All such request will be registered from the same number on which such commercial calls have to be fully/ partially bared.

28. Can I identify the telemarketing calls even when I am not registered with NCPR?

All Telemarketers have been allocated 10 digit number of 70XXXXXXXXX number series. Therefore, you can identify the telemarketing call even if you are not registered with NCPR.

29. Can I stop Commercial calls and SMS from 9.00 PM to 9.00 AM?

As per regulations, no telemarketing (Voice Call or SMS) is permitted between 9.00 PM to 9.00 AM.

30. What is meant by Access Providers?

“Access Providers” includes the Basic Telephone Service Provider, Cellular Mobile Telephone Service Provider and Unified Access Service Provider.

31. Who is an Originating Access Provider?

“Originating Access Provider” means the Access Provider who has provided the telecom resources to a telemarketer.

32. Who is a Terminating Access Provider?

“Terminating Access Provider” means the Access Provider on whose network the subscriber receiving the commercial communication is registered.

33. What is meant by Area Code?

“Area code” means any number earmarked or allotted to a specific short distance charging area in the National Numbering Plan for accessing the telephone in such area.

34. What is the National Numbering Plan?

“National Numbering Plan” means the National Numbering Plan 2003 made by the Central Government or any such plan, as may be made by the Central Government from time to time.

35. What is meant by Header?

“Header” means alpha numeric identifier of commercial and transactional SMS.

36. What are the different types of headers?

(i) Header for promotional message

*XY-NZZZZZ*

where X stands for the code allotted to the Access provider;

Y stands for the service area ;

N is the serial number (1-7) of partially blocked category;

*ZZZZZ* indicates five digits allocated to particular telemarketer by an access Provider.

(ii) Header for transactional message

*XY-ZZZZZZ*

where X stands for the code allotted to the Access provider;

Y stands for the service area;

*ZZZZZZ* indicates six alphabets for company or organization sending transactional SMS

37. What do you mean by Basic Telephone Service Providers?

“Basic Telephone Service Provider” means a service provider who has been granted license under section 4 of the Indian Telegraph Act, 1885 (13 of 1885) to establish, install, operate and maintain Basic Telephone Service in the specified service area.

38. What is meant by Basic Telephone Service?



“Basic Telephone Service” covers collection, carriage, transmission and delivery of voice or non-voice messages over licensee’s Public Switched Telephone Network in the licensed service area and includes provision of all types of services except for those requiring a separate licence.

39. What do you mean by Cellular Mobile Telephone Service Providers?

“Cellular Mobile Telephone Service Provider” means a licensee authorized to provide Cellular Mobile Telephone Service under a licence granted under section 4 of the Indian Telegraph Act, 1885 (13 of 1885), in a specified service area.

40. What is meant by Cellular Mobile Telephone Service?

“Cellular Mobile Telephone Service”,--

- (i) means telecommunication service provided by means of a telecommunication system for the conveyance of messages through the agency of wireless telegraphy where every message that is conveyed thereby has been, or is to be, conveyed by means of a telecommunication system which is designed or adapted to be capable of being used while in motion;
- (ii) refers to transmission of voice or non-voice messages over Licensee’s Network in real time only but service does not cover broadcasting of any messages, voice or non-voice; however, Cell Broadcast is permitted only to the subscribers of the service;
- (iii) in respect of which the subscriber (all types, pre-paid as well as post-paid) has to be registered and authenticated at the network

point of registration and approved numbering plan shall be applicable.

41. What is meant by Unified Access Service?

“Unified Access Services”,

- (i) means telecommunication service provided by means of a telecommunication system for the conveyance of messages through the agency of wired or wireless telegraphy;
- (ii) refers to transmission of voice or non-voice messages over licensee’s network in real time only but service does not cover broadcasting of any messages, voice or non-voice, however, Cell Broadcast is permitted only to the subscribers of the service;
- (iii) in respect of which the subscriber (all types, pre-paid as well as post-paid) has to be registered and authenticated at the network point of registration and approved numbering plan shall be applicable.