

TECHNOLOGY

INSIGHT

TRAI Streamlines Consent Management for Promotional Calls and Messages

TRAI Cracks Down on Spam Calls with AI-Powered System

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Progress



TRAI Streamlines Consent Management for Promotional Calls and Messages

To protect consumer privacy and control over unwanted communications, TRAI has issued "Directions regarding the implementation of digital consent acquisition" (DCA Directions) on June 2, 2023.

Key Guidelines:

- 1.No more spam without your consent: Promotional messages can only be sent after verifying your consent and preference through a dedicated, easy-to-use platform.
- 2.Say "no" easily: Register your unwillingness to receive any consent-seeking messages through SMS, voice recording, or online.
- 3.Clearer communication: All consent requests will come from a single short code mentioning the scope and brand involved.
- 4.Trusted links: Only approved links and call-back numbers can be used in consent requests.
- 5.Peace and quiet: After rejecting or ignoring a consent request, you won't be bothered for 90 days.
- 6.Stay informed: Public awareness campaigns will keep you updated on these new regulations.
- 7.Telecom providers are required to update their practices and implement these changes within specified deadlines. They must also submit monthly progress reports to TRAI.

These directions aim to give you greater control over your communication preferences and create a more transparent and respectful promotional environment in the telecom sector.

TRAI Cracks Down on Spam Calls with AI-Powered System

To curb the nuisance of unsolicited commercial calls (UCC), TRAI issued "Directions regarding the implementation of UCC detect system" on June 13, 2023. These directions aim to significantly reduce spam calls, especially from unregistered telemarketers.

Key Guidelines:

- 1.Advanced AI and ML detection: All telecom providers must implement AI and machine learning-powered UCC detection systems. These systems are designed to identify and block spam calls in real-time, adapting to new tactics used by unregistered telemarketers.
- 2.Sharing intelligence: Providers will share information and insights about spam callers through a secure blockchain platform, enabling them to learn from each other and stay ahead of evolving scams.
- 3.Targeting bulk senders: The system will prioritize identifying and stopping high-volume spam operations that blatantly violate regulations.
- 4.Reputation analysis: By considering factors like phone number age and verification, the system can distinguish legitimate callers from potential spammers, minimizing false positives.
- 5.Enforcement and collaboration: Originating providers will be responsible for taking action against identified spammers according to regulations. TRAI will also share information with law enforcement and relevant authorities.

These new directions mark a significant step towards a spam-free calling experience for Indian consumers. By leveraging cutting-edge technology and promoting cooperation among providers, TRAI aims to significantly reduce the number of unwanted calls and protect users from potential scams and financial losses.

Indian Regulators Join Forces to Drive 5G Adoption and Boost Socio-Economic Progress

A key meeting of Indian regulators on June 15th, 2023, saw a focus on harnessing the potential of 5G technology and fostering collaborative regulation for socio-economic development. The summary of the discussion is:

1. Building on a collaborative foundation: Following earlier recommendations on collaborative regulation between TRAI and electricity regulators, the meeting explored broader cooperation involving various sectors represented in the Forum of Indian Regulators (FOIR).
2. 5G in the spotlight: Recognizing the transformative potential of 5G, TRAI proposed forming a dedicated working group with expert sector regulators to study and recommend strategies for faster adoption across different industries.
3. Beyond technology: Discussions also highlighted the need to explore the impact of 5G and related technologies like AI, AR/VR, and machine learning on various sectors, paving the way for responsible and productive integration.

This collaborative approach among Indian regulators signifies a commitment to unlocking the potential of 5G and other emerging technologies for wider socio-economic benefits. By streamlining regulations, facilitating knowledge sharing, and exploring cross-sector partnerships, the focus is on accelerating innovation and ensuring inclusive growth across diverse industries.



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