

Q&A: The National Do Not Call Registry

1. What is UCC?

“Unsolicited Commercial Communication” means any message, through telecommunications service, which is transmitted for the purpose of informing about, or soliciting or promoting any commercial transaction in relation to goods, investments or services which a subscriber opts not to receive, but does not include, ----

(i) any message (other than promotional message) relating to a service or financial transaction under a specific contract between the parties to such contract; or

(ii) any messages relating to charities, national campaigns or natural calamities transmitted on the directions of the Government or agencies authorized by it for the said purpose;

(iii) any message transmitted, on the directions of the Government or any authority or agency authorized by it, in the interest of the sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, decency or morality.

2. What is the National Do Not Call Registry?

The NDNC Registry is a database having the list of all telephone numbers of the subscribers who do not want to receive UCC. Telephone subscriber (Landline or mobile) who does not wish to receive UCC, can register their telephone number with their telecom service provider for inclusion in the NDNC. Telecom Service Provider shall upload the telephone number to the NDNC within 45 days of receipt. The Telemarketer will have to verify their calling telephone numbers list with the NDNC registry before making a call.

3. What is the procedure for registering in National Do Not Call Registry?

You can register your number in NDNC registry by calling or sending SMS to toll-free 1909 saying ‘**START DND**’. The registration will become effective within 45 days from the date of registration.

4. When can I file a do not call complaint and what details should be given in the complaint?

If your number has been on the National Do Not Call Registry for at least 45 days and you receive a call from a telemarketer, you can file a complaint within 15 days from the receipt of UCC Calls/SMS with full details to your service provider. The details must include the call originating number, date/time of the call and type of commercial message. The complainant should insist for the complaint No. which should be kept for further reference.

5. What happens to my complaint?

On receipt of UCC, you should make a complaint to your service provider intimating the call originating number, date/time of the call and type of commercial message you received, within 15 days from the receipt of UCC. You may insist service provider for complaint number, for future reference. As per regulations, the service provider has to intimate the action taken, to the complainant within 28 days (in case of UCC belongs to his own Telemarketer) and 35 days (in case of Telemarketer is of other service provider) from receipt of the complaint.

6. How can I make complaint, if I receive UCC by SMS through alpha-numeric identifier and without normal ten digit mobile?

You may make the complaint as specified in the Ans. to Q. 5 above, as it is mandatory to all commercial SMSs, which are sent with only identification and without the normal ten digit mobile numbers to prefix the service provider code and the code of the service area provided to the service provider (for example XY-HSBC, where X stands for service provider and Y stands for service area).

7. How soon after I register will I notice a reduction in calls?

After 45 days from the date of registration.

8. What if I change my mind? Can I take my number off the National Do Not Call Registry?

You can de-register your phone number from NDNC by calling or sending SMS to toll-free 1909 saying '**STOP DND**'. It will be removed from the National Do Not Call Registry within next 45 days.

9. If I register by phone, will I receive a confirmation?

Yes, you will get registration number from your service provider.

10. If I choose to register my phone number, how will that information be helpful for reducing UCC?

Your registered phone number is stored in the National Do Not Call Registry so that all telemarketers can remove your phone number from their call lists. Registered Telemarketers are required to scrub the callers list with the registry and delete from their call lists phone numbers that are registered in the registry.

11. Can I register my cell phone on the National Do Not Call Registry?

Yes, you may place your cell phone number on the National Do Not Call Registry. The registry has accepted cell phone numbers since it opened for registrations in Oct 2007.

12. Can I register all my family and friends?

One should register their telephone numbers with their Handset only.

13. I have more than three personal telephone numbers. How can I register all of those numbers?

You can register only one phone number each time you call the Service Provider, and you must call from the phone number you wish to register. You will receive a separate confirmation SMS/by call for each number you wish to register as per the case may be.

14. Can I register my business phone number?

The National Do Not Call Registry is open for all types of phones.

15. How long does my phone number stay registered?

Until the telephone number is disconnected or deregistered from the registry.

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

Yes.

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

Though, the service provider are required to remove the number from NDNC, after deactivation but it is preferable if you de-register your old number if you are changing it.

18. What happens if my phone number is disconnected and then reconnected?

If your number is disconnected and then reconnected, you may need to re-register.

19. My number is on the National Do Not Call Registry. After I bought something from a company, a telemarketer representing that organization called me. Is this a violation?

Even if your number is registered in NDNC registry, you can receive any message (other than promotional message) relating to a service or financial transaction under a specific contract between the parties to such contract.

20. I'm happy to have the choice to limit telemarketing contacts, but there are some telemarketing calls I don't mind receiving. Is there a way to allow only certain companies to call?

No, Presently NDNC do not have a provision for selective telemarketing.