

# Consent Template Registration Process

**Consent Template:** Standard message that is sent to end users of enterprises to inform the scope of the consent with a mention to receive communications on promotions and offers for specific products and services.

- **All Entities should align as per the following Guidelines:**
  - Registration of the consent template is a pre-requisite for uploading consents
  - Consent Template should not contain any variables
  - Brand/PE/Trade/Legal Name must be captured in consent template
  - Scope of consent must be mentioned explicitly

Pls follow the below steps for registration:

The screenshot displays the 'Add Consent Template' registration process, divided into two main sections: the registration form and a preview.

**Add Consent Template (Form):**

- Template Name \***: Input field containing 'TestTemplate\_1'. Below the field, it states 'Maximum 30 Characters'. An information icon (i) is located to the right of the field.
- Brand Name \***: Input field containing 'Domino'. Below the field, it states 'Maximum 60 Characters'.
- Scope of Consent \***: Text area containing 'We would like to send updates/offers/trans communications to you'. Below the text area, it states 'Maximum 1000 characters'.
- Buttons: 'CANCEL' and 'SAVE' are located at the bottom of the form.

**CONSENT TEMPLATE PREVIEW:**

- Template Name:** Input field showing 'TestTemplate\_1'.
- Brand Name:** Input field showing 'Domino'.
- Scope of Consent:** Text area showing 'We would like to send updates/offers/trans communications to you.'.
- Button: 'ACCEPT' is located at the bottom of the preview section.

- **Template Name:** Name as per their choice
- **Brand Name:** Their product/trade name or if they have multiple brand names
- **Scope of consent:** Type of communications they want to send to end users (We would like to send communication regarding all marketing offers and events to our registered customers. {opt-out procedure can also be given}). It should not contain any actual message contents.

**Examples:** 1. Happy to receive communication regarding all marketing offers and events

2. Hamara Homes would seek your consent to serve you better and inform best offers. Pls send YES to XXXXX to confirm

3. Dear customer, thank you for your interest in our upcoming 3BHK project in Mulund. We will keep you informed on the progress and offers. To confirm, call us on XXXXXXXXXX

With above details filled, enterprises can submit templates for approval. There is no limit on number of consent templates that can be registered by an Entity. Post approval by the registrar, enterprise can link these consent templates with choice of content templates (promotional/ Service Explicit category only). Transactional and Service Implicit messages don't need a consent.

**Add Content Template**

**Template Type**

Promotional
  Transactional
  Service

**Consent Type**

Implicit
  Explicit

Search Header \*

Select Consent Template \*

**Template Name \*** i

**Template Message Type**

Text ▼

**Template Message \*** i

Insert Variable

i You have used 9 characters. This is only a guide, as variable fields may vary in length.

CANCEL
SAVE

#### DOs for consent templates:

- Choose short name to a template which is relevant. This helps in choosing right consent template while tagging to content templates
- Brand name should be relevant
- Scope of content should be clear, explicit, and relevant
- If entity wants to provide opt-out information, that needs to be provided completely. E.g “To opt-out, send SMS as STOP to 56789”

#### DON'Ts for consent templates:

- Not to use generic names for templates like Template1, ABC, etc.
- Not to mention invalid or irrelevant names under brand. This will be treated as invalid by Registrar
- Not to enter actual message sent to the customer or short message like “consent; sms to customers; etc.”
- No variable to be used in scope of consent
- Multiple consents may not be required, since same Consent Template can be tagged to multiple Content Templates

**Can consent templates be used immediately after Registration?**

- No. The consent templates can be used only after it is approved by the Registrar. Enterprise will be notified post approval.

**As an Enterprise, can I acquire consent without registering a consent template?**

- No. Consent should be tagged to Consent template while registering consents on DLT.

**Can Enterprise edit any details once the consent template is registered?**

- No, the Consent template cannot be edited once it is registered. The Enterprise must create a new template and send it for approval.