



## **DND/UCC**

### **1. What is UCC?**

UCC stands for “Unsolicited Commercial Communication”.

It means any Commercial Communication which a subscriber opts not to receive, but does not include:

- Any transactional message or
- Any message transmitted on the directions of Central Government or State Government or agencies authorized by it.

### **2. What is National Customer Preference Register (NCPR)?**

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

### **3. What is fully blocked category ?**

“Fully Blocked” means stoppage of all types of Commercial communication.

### **4. What is meant by partially blocked category?**

Partially Blocked means stoppage of all commercial communication except SMS in respect of the category or categories of preference as indicated by the subscriber.

### **5. What are the preferences available to a customer in the partially blocked category?**

Following preferences are available to a customer, under partially blocked category:

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

## 6. How can one avoid getting unsolicited commercial communication (UCC)?

Consumer can block all commercial communications (calls and SMSs both) or can selectively block UCCs from specified seven categories [1) Banking/insurance/financial products/credit cards; 2) Real Estate; 3) Education; 4) Health; 5) Consumer goods and automobiles; 6) Communication/ Broadcasting / Entertainment/IT and 7 Tourism and leisure] by registering his/her preference in National customer Preference Register (NCPR) also known as DND Registry.

## 7. Preference Registration Facility (DND-Do Not Disturb) :

Consumer can register his/her preference(s) in NCPR in any one of the following ways

### 1. SMS :

- **Fully Blocked Category**

- a. Send SMS at **START 0** to **1909**

- **Partial Blocked Category**

- a) Send SMS at **START 1** to **1909** to block Banking – Insurance – Financial Products – Credit Cards

- b) Send SMS at **START 2** to **1909** to block Real Estate

- c) Send SMS at **START 3** to **1909** to block Education

- d) Send SMS at **START 4** to **1909** to block Health

- e) Send SMS at **START 5** to **1909** to block Consumer Goods & Automobiles

- f) Send SMS at **START 6** to **1909** to block Communication – Broadcasting – Entertainment – IT

- g) Send SMS at **START 7** to **1909** to block Tourism

Customer can also De-Register the DND service to receive the marketing calls and messages in future. To do that, just send an SMS **STOP** and send it to **1909**. Customer can also call 1909 to cancel the service.

2. IVRS : Call 1909

3. Website : <https://www.ucc-bsnl.co.in/customers/>

4. TRAI DND APP

DND Registration status may be checked through the Website by giving Mobile Number and OTP.

## **8. Procedure for Complaint Registration (UCC)**

In case any subscriber receives unsolicited commercial communication after expiry of seven days from the date of his registration in NCPR/DND, he/she may make a complaint to the service provider through

- voice call to 1909 or
- SMS to toll free short code 1909 or
- through DND App

within 3 days of receipt of such UCC. For registering the complaint through SMS, the subscriber should forward the SMS to 1909 in the following format:

**UCC, XXXXXXXXXXX, dd/mm/yy**

where XXXXXXXXXXX is the telephone number or header of the UCC.