

Introduction

Consent cannot be exchanged, bought, or sold. For instance, you cannot obtain the consent of the recipients by simply buying a phone list from other parties.

Service providers or carriers strive to work closely with their customers to obtain their consent before sending any type of message. Along with the consent taken from the recipients of the messages, you need to take care that the messages comply with all measures of decency, fairness, and the local laws.

Carriers or the telecommunication service providers, need to make sure that businesses willing to contact their customers via any communication channels such as SMS, WhatsApp, and Facebook, etc. adhere to all the strict guidelines that are governed by the local laws.

Once you take consent from your recipients you need to prepare a consent record database. You would require to create a consent record database for contacts in the following scenarios:

- When an explicit consent is obtained via the website, email, or mobile handset captured at the object record level
- When explicit consent is obtained via contract or paper forms

As per regulatory guidelines, all consents, collected through non-handset sources or created manually need to be maintained and recorded in a database.

Consent can be created in the following ways:

- Create Consent through Process Builders
- Create Consent Manually