Revocation of Consent
Regulation Summary

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FCC Consent Revocation Rule

In the United States, the FCC enacted new rules under the Telephone Consumer Protection Act (TCPA) around the revocation of consumer consents, in effect as of April 11, 2025. Specifically, it enhances consumer rights regarding consent for receiving robocalls and text messages.

These changes focus on how consumers can revoke consent through any reasonable means and the obligations of businesses in honoring such requests within ten days.

Who is affected?

Anyone placing robocalls, robotexts and/or prerecorded messages for both informational and marketing communications

- **Robocalls** – live agent calls sent with an automatic telephone dialing system (ATDS)
- **Robotexts** – SMS messages sent with an ATDS
- **Prerecorded messages** – e.g., voicemail drops, AI, avatar/soundboard, artificial voice

The FCC has now codified that if using an ATDS:

- **Calls = Texts, Texts = Calls**
- A stop request for a text now applies to calls and vice versa

You must accept "reasonable" consent revocations

- FCC adopted a standardized list of terms that must be accepted, regardless of whether it's used in the text message opt out instructions

  STOP, UNSUBSCRIBE, QUIT, END, CANCEL, REVOKE, OPT OUT

Process revocation of consent in no more than 10 days

Depending on circumstances, it may need to be processed faster. Businesses should not rely on the ten-day allotment to comply.

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Confirmation/clarification texts:

- Businesses can send a one-time text message to confirm an opt-out within 5 minutes of receiving the opt out

- Clarification texts are allowed if the consumer has consented to receive different categories of texts

Consent management best practices:

- Collect consent along the customer journey & through all channels

- Centralize and integrate consent data to enable timely access to all customer communication platforms

- When consent is revoked collect all consent attribute data such as date, time, & channel and store it so that you have an audit trail

How PossibleNOW can help:

MyPreferences collects and manages consumer consents across all channels and touchpoints and provides the ability to include specific opt-out language.

A consumer texts "unsubscribe" and the mobile provider sends a confirmation text. The consent revocation and attributes are stored in MyPreferences and shared across the organization to maintain compliance.
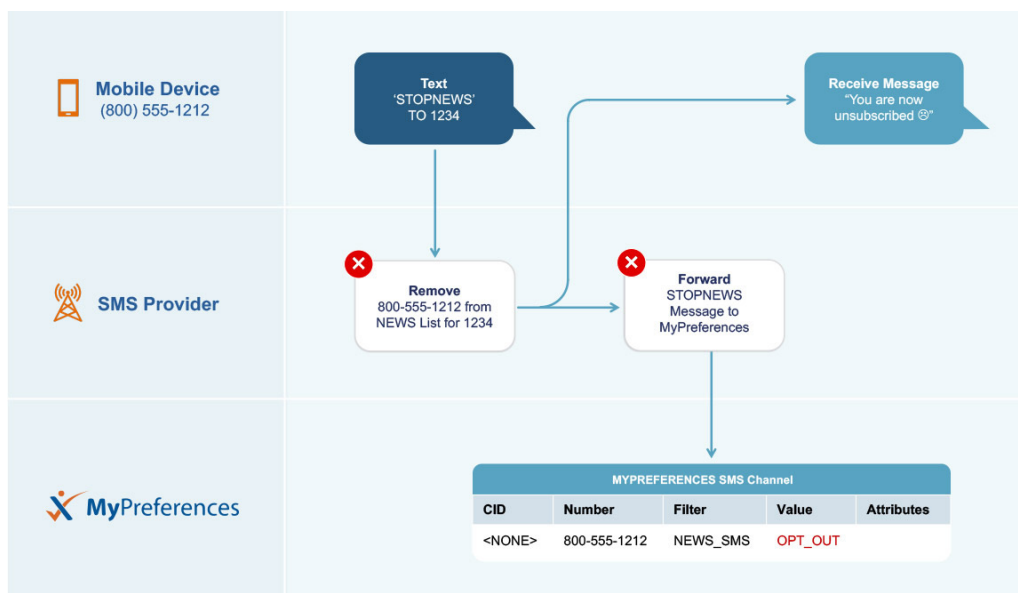
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