

Sahamati/Circular/FairUse/2025-02/01

Dated: February 10, 2025

To,

All Operational AAs

**Subject: Alignment with Fair Use Template Parameters**

Sahamati has been working with various stakeholders of the AA Ecosystem (FIPs, FIUs, and AAs) to build best practices, codes of conduct, and fair use templates to further the healthy implementation and scale-up of the AA Framework.

As part of the overall Fair Use initiative, Sahamati constituted various sectoral [User Councils](#) under the [Fair Use Committee](#), which have worked on developing fair use templates for 15 identified use cases in the industry.

These fair use templates provide upper-bound guidance on various parameters of a consent notice deemed reasonable and necessary for each of the identified use cases. The values in the fair use templates are deemed upper thresholds on usage as agreed by the user councils and are now available for the FIUs to implement and adopt as an industry best practice. The Fair Use Template Library, consisting of all published templates have been published since May 2024 by Sahamati [here](#).

**Under the guidance of Sahamati's [Governing Council](#) and Fair Use Committee, it is now proposed that all FIUs align their use cases with the relevant Fair Use Templates as soon as possible.**

In this spirit, we request all AAs to ensure that their FIU clients align their respective AA implementation with the relevant Fair Use Template(s) at the earliest, to enhance consistent and healthy growth of the AA ecosystem. Given the AA Ecosystem is scaling at a rapid pace, we would appreciate it if all FIUs could transition to Fair Use Templates by 28th February 2025.

Further, the Fair Use Committee and the Governing Council have also suggested that AAs build and run automated rule engines on incoming consent requests to be able to identify the ones that are not aligned with the industry-agreed fair use template values for various use cases.

Once implemented, the AAs have been assigned the responsibility of informing the FIUs on non-aligned consent requests in real time and asking FIUs to rectify and participate in fair use reporting at the ecosystem level. We will keep you informed on the expected implementation date for the same.

We look forward to your prompt action and response to make this ecosystem building initiative a success.

If you have any questions, please reach out to us at fairuse [at] sahamati.org.in.

Regards,  
Fair Use Team - Sahamati