

**GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS
DEPARTMENT OF TELECOMMUNICATIONS**

**LOK SABHA
UNSTARRED QUESTION NO. 1928
TO BE ANSWERED ON 11TH FEBRUARY, 2026**

**SHOPPING COMPLEX AND SHOPPING MALLS SEEKING MOBILE NUMBERS
FROM CUSTOMERS**

1928. SHRI JANARDAN SINGH SIGRIWAL:

Will the Minister of COMMUNICATIONS be pleased to state:

- (a) whether the Government has issued any guidelines or advisories regulating the practice of shopping complexes and shopping malls seeking mobile numbers from customers at the time of billing or entry;
- (b) if so, the details of such guidelines/advisories issued, including the date of issue;
- (c) whether the said guidelines make it mandatory for customers to share their mobile numbers or provide them with an option to refuse and if so, the details thereof;
- (d) whether there are provisions to ensure protection of customers' personal data, including restrictions on storage, use and sharing of mobile numbers collected by shopping complexes and malls and if so, the details thereof; and
- (e) whether any complaints or violations have been reported regarding misuse of customers' mobile numbers by shopping complexes or malls during the last three years and if so, the details thereof including action taken by the Government thereon?

ANSWER

**MINISTER OF STATE FOR COMMUNICATIONS AND RURAL DEVELOPMENT
(DR. PEMMASANI CHANDRA SEKHAR)**

- (a) to (c) Department of Consumer affairs of the Central Government on 26.05.2023 has advised the retailers through industry associations that mobile number of the consumers should not be taken without their express consent at the time of sale of any goods or services and, providing the same should not be made a mandatory pre-condition for sale.
- (d) The Digital Personal Data Protection Act, 2023 and the Digital Personal Data Protection Rules, 2025 establish a comprehensive framework to safeguard individuals'/ customers' personal data, including mobile numbers collected by retailers.
- (e) Department of Telecommunications has not received any complaints/ violations regarding misuse of customer's mobile numbers by shopping complexes and malls.
