

Obtain User Call Permissions | Developer Documentation

Obtain User Call Permissions

Updated: Nov 13, 2025

As of November 3, 2025, permanent permissions is now available. Users can now grant a business ongoing permission to call. Users can review and change calling permission for a business at any time in the business profile.

Call permission related features are available only in regions where [business initiated calling is available](#).

Overview

If you want to place a call to a WhatsApp user, your business must receive user permission first. When a WhatsApp user grants call permissions, they can be either temporary or permanent. Business does not have control over this permission as it is only granted by the user and can only be revoked by the user, at any time. Permanent permission data will be stored until it is revoked. You can obtain calling permission from a WhatsApp user in any of the following ways:

Send a call permission request to the user — Send a free-form or templated message requesting calling permission from the user. User has the option to choose between temporary or permanent. **Callback permission is provided by the WhatsApp user** — The WhatsApp user automatically provides temporary call permissions by placing a call to the business. The [callback setting must be enabled](#) on the business phone number. **WhatsApp user provides call permission via Business Profile** — The WhatsApp user provides call permissions to the business through their business profile.

Limits (Per business + WhatsApp user pair)

Temporary permissions are **granted for 7 calendar days (168 hours)** Calculated as the number of seconds in a day multiplied by 7, from time of user's approval. Permanent permissions do not expire, but they have the same connected calls limit. Your business can make a maximum of **100 connected calls every 24 hours** These limits are on the **business phone number** These limits are in place to protect WhatsApp users from unwanted calls.

When you test your WhatsApp Calling integration using public test numbers (PTNs) and sandbox accounts, Calling API restrictions are relaxed.

[Learn more about testing your WhatsApp Calling API integration](#)

Call permission request basics

You may proactively request a calling permission from a WhatsApp user by sending a permission request message, either as a:

Free form interactive message
Template message

The WhatsApp user may approve (temporary or permanent), decline, or simply not respond to a call permission request.

With permissions, the WhatsApp user is in control. Even if the user provides calling permission, they can revoke that granted permission request at any time. Conversely, if the user declines a permission request, they can still grant calling permission, up until the permission request expires.

A call permission request expires when any of the following occurs:

The WhatsApp user interacts with a subsequent new call permission request from the business
7 days after the permission was accepted or declined by the consumer
7 days after the permission was delivered if the consumer does not respond to the request

[View client UI behavior for expired permission requests](#)

To ensure an optimal user experience around business initiated calling, the following limits are enforced:

When sending a calling permission request message Maximum of 1 permission request in 24h
Maximum 2 permission requests within 7 days. *These limits reset when any connected call (business-initiated/user-initiated) is made between the business and WhatsApp user. These limits apply toward permissions requests sent either as free form or template messages.*

When business-initiated calls go unanswered or are rejected 2 consecutive unanswered calls result in a system message to reconsider an approved permission
4 consecutive unanswered calls result in an approved permission being automatically revoked. The user may again update this if they so choose.

[View client UI behavior for consecutive unanswered calls](#)

Free form vs template call permission request message

Call permission request messages are subject to [messaging charges](#)

A call permission request message can be sent to users in one of the following ways:

Send a free form message

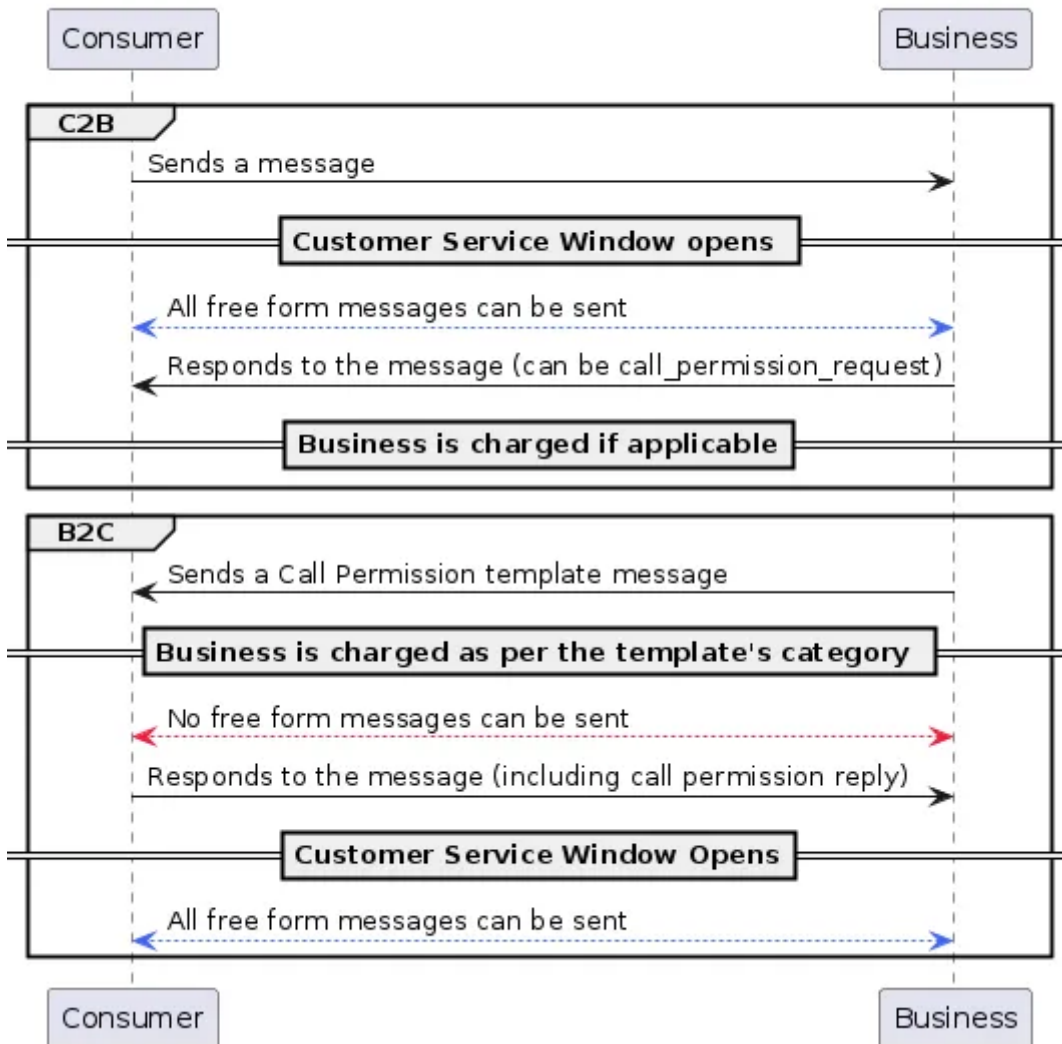
When you are within a customer service window with a WhatsApp user, you can send a free form message with a call permission request. Although a text body will be optional, you should send one to build context with the user. In the case of free form calling permission request messages, header and footer sections are not supported. Since the customer service window is open, there is no need

to create a conversation window.

Create and send a template message

Sending a template message allows you to initiate a user conversation with a call permission request. Context (that is, a text body) is required when sending a template message with a call permission request. With template messages, you can further customize your permission request by adding a message header and footer.

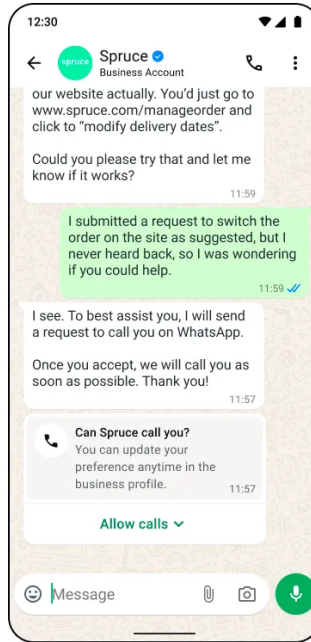
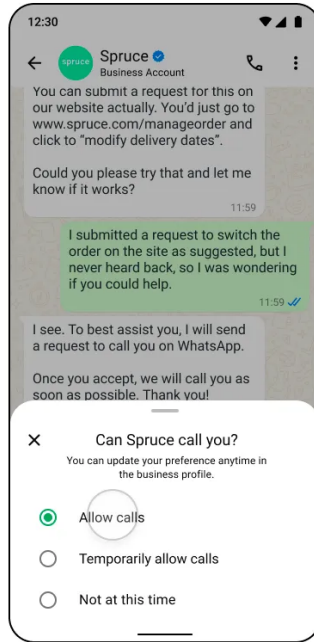
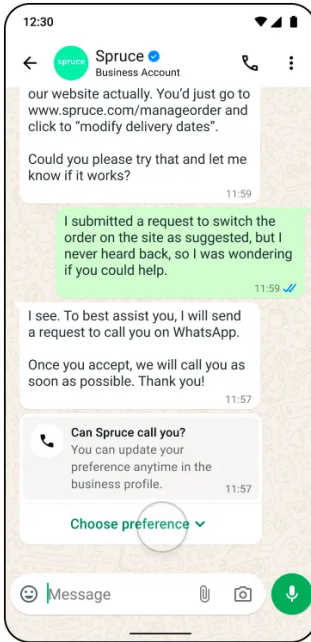
Criteria for sending Call Permission Request messages



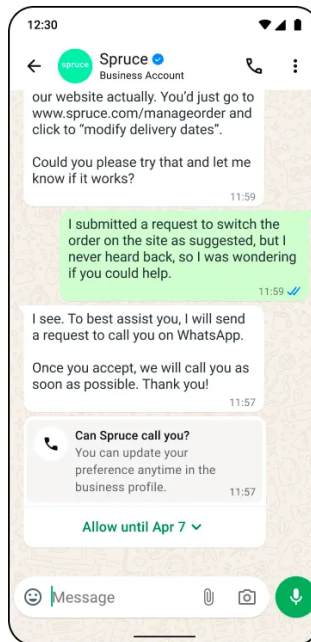
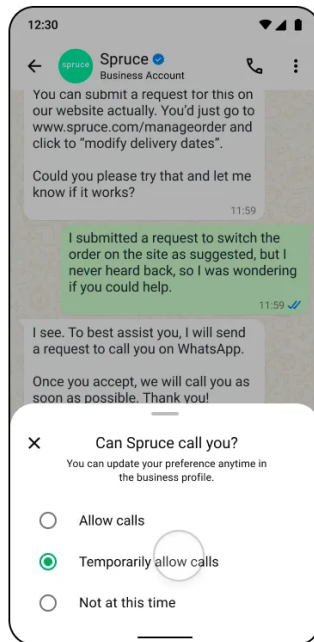
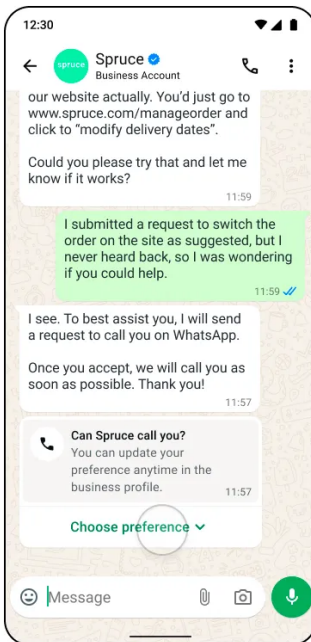
Client application UI experience

Call permission request flow and sample messages

Allow calls



Temporarily allow calls



Template message

With header, footer and body

12:30



Spruce ✓

Business Account



check to modify delivery dates.

Could you please try that and let me know if it works?

11:59

I submitted a request to switch the order on the site as suggested, but I never heard back, so I was wondering if you could help.

11:59 ✓✓

Customer support call permission

To best assist you, I will send a request to call you on WhatsApp. Once you accept, we will call you as soon as possible. Thank you!

Visit our website for more info

11:57



Can Spruce call you?

You can update your preference anytime in the business profile.

11:57

[Choose preference](#) ✓

With body only

12:30



Spruce

Business Account



our website actually. You'd just go to www.spruce.com/manageorder and click to "modify delivery dates".

Could you please try that and let me know if it works?

11:59

I submitted a request to switch the order on the site as suggested, but I never heard back, so I was wondering if you could help.

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To best assist you, I will send a request to call you on WhatsApp. Once you accept, we will call you as soon as possible. Thank you!

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Can Spruce call you?

You can update your preference anytime in the business profile.

11:57

Choose preference

With no text body

12:30



Spruce

Business Account



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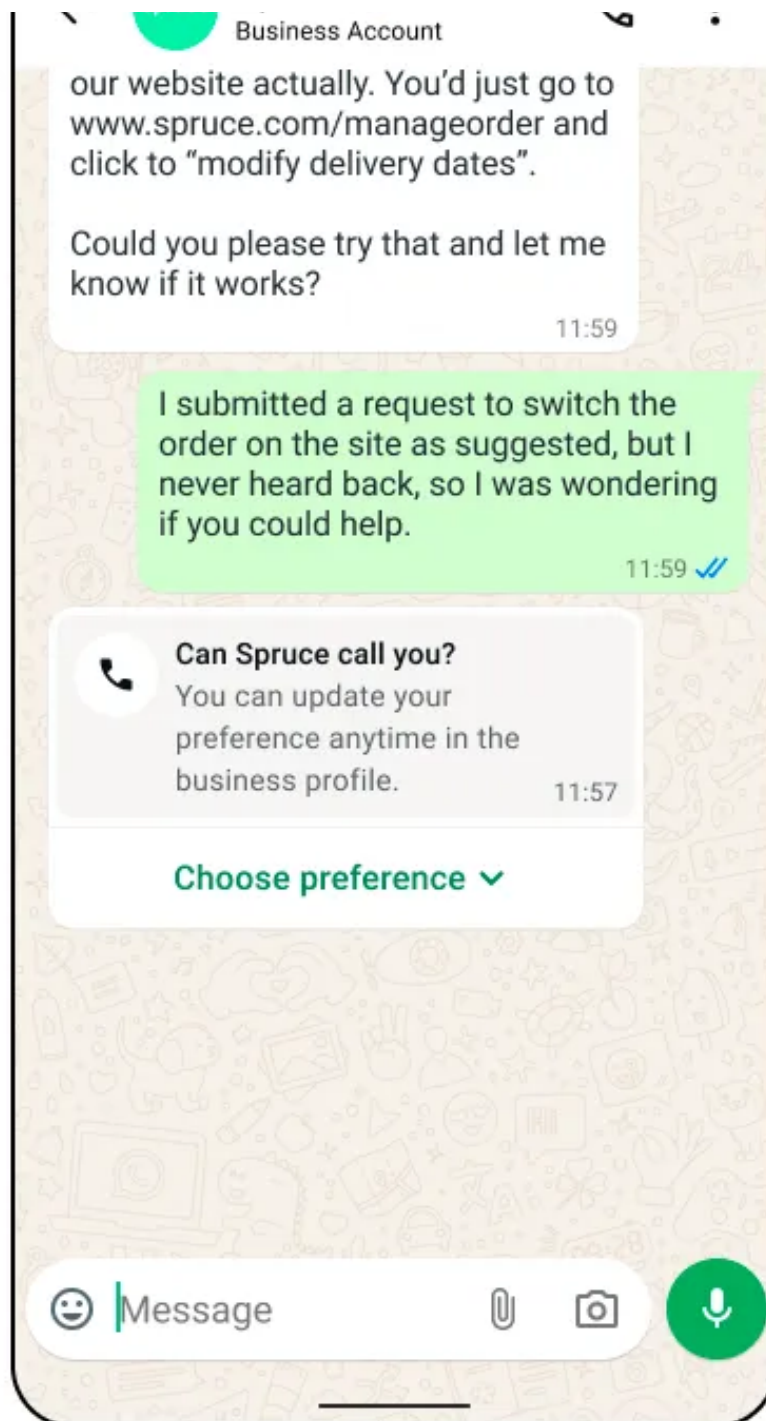
Can Spruce call you?

You can update your preference anytime in the business profile.

11:57

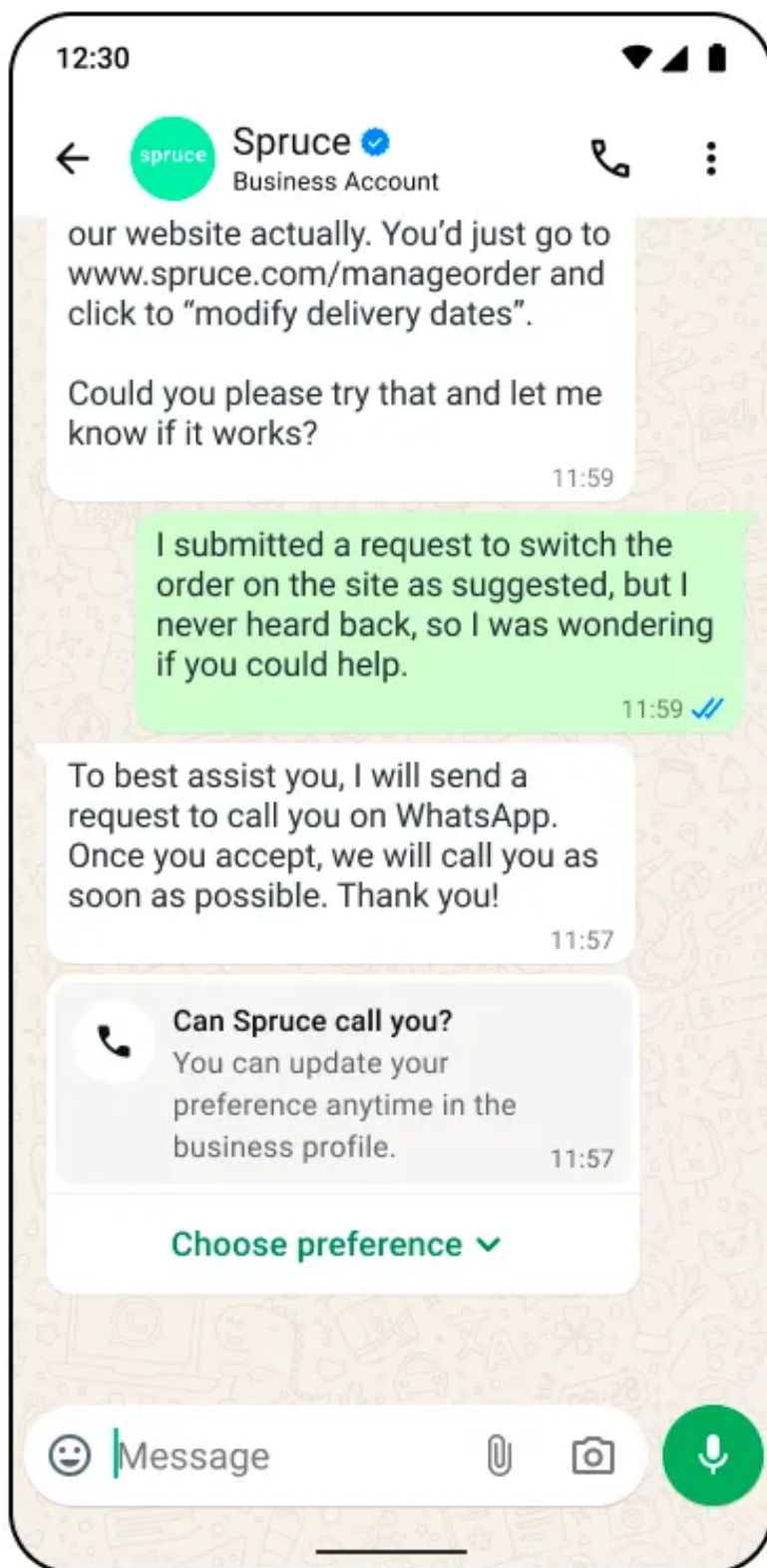
Choose preference

Free form me



With no text body

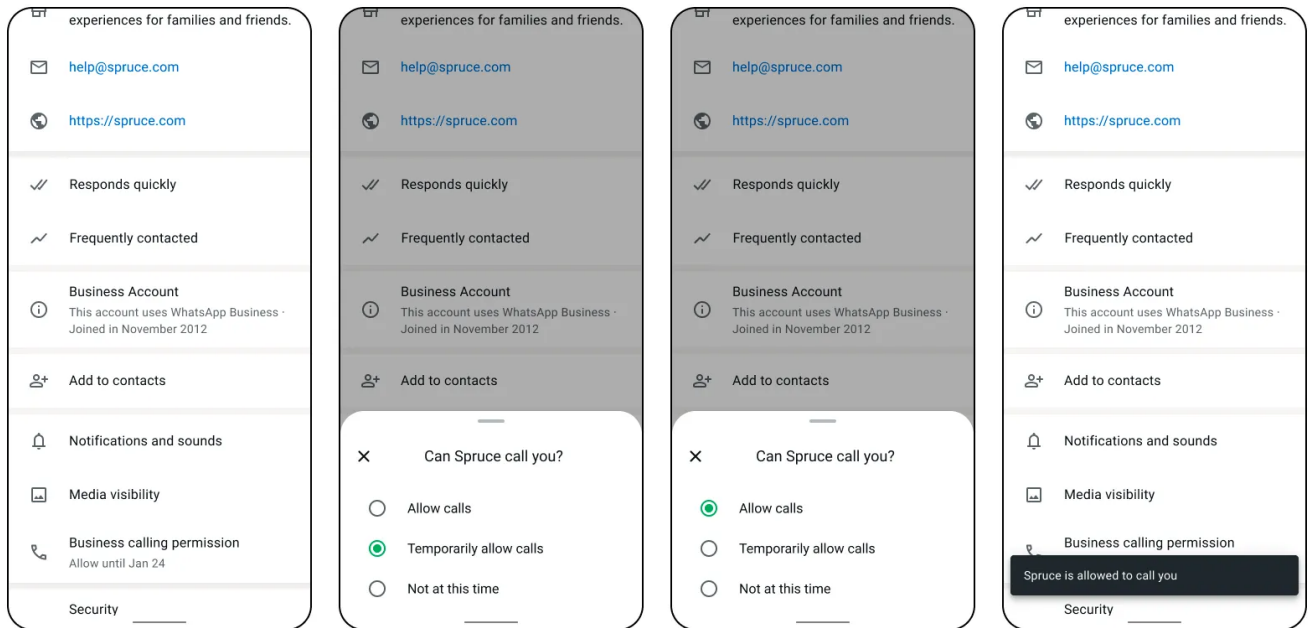
With text body only



Updating call permission on business profile

Users always have the option to change the permission using a new option on the business profile.

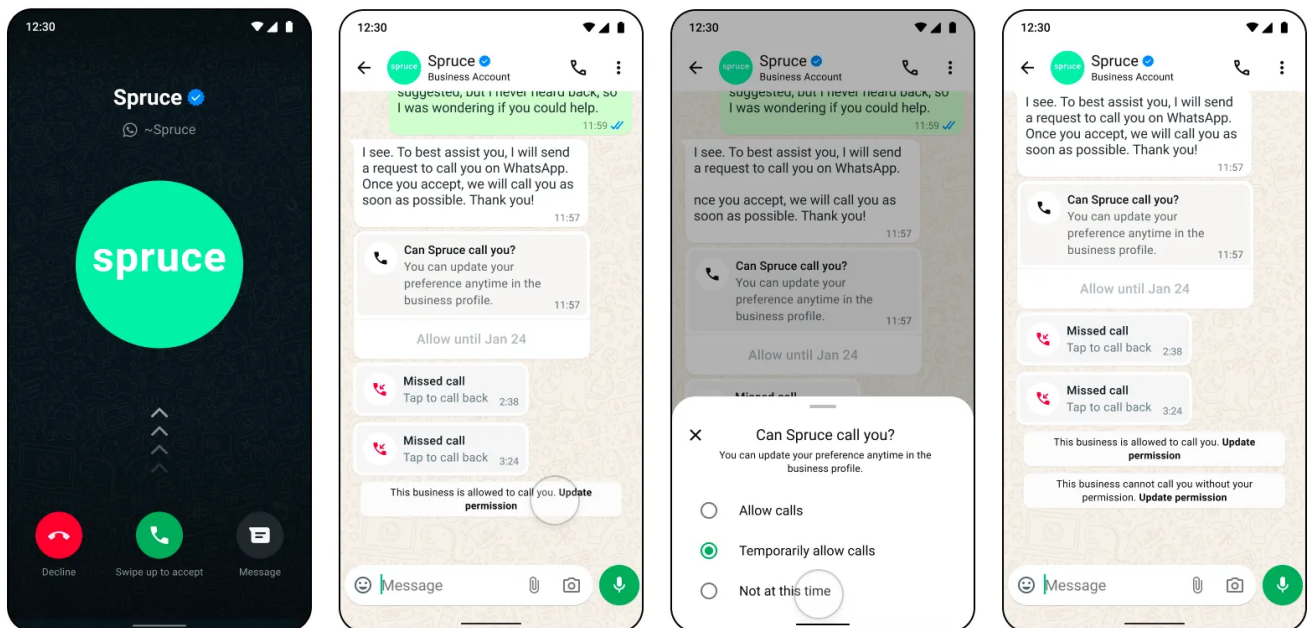
Update call permission on business profile



Consecutive unanswered calls

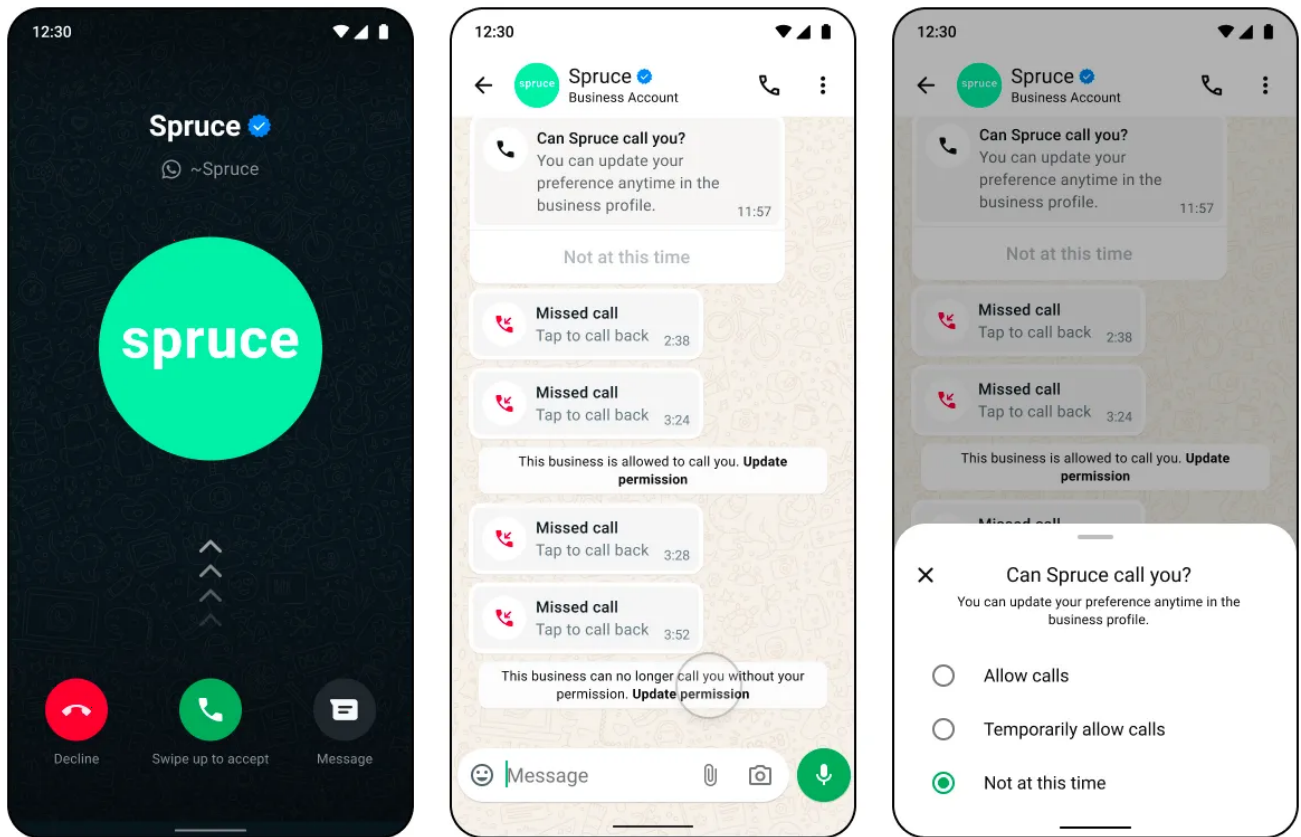
Consecutive unanswered calls

2 consecutive unanswered calls — System message for user to update permission



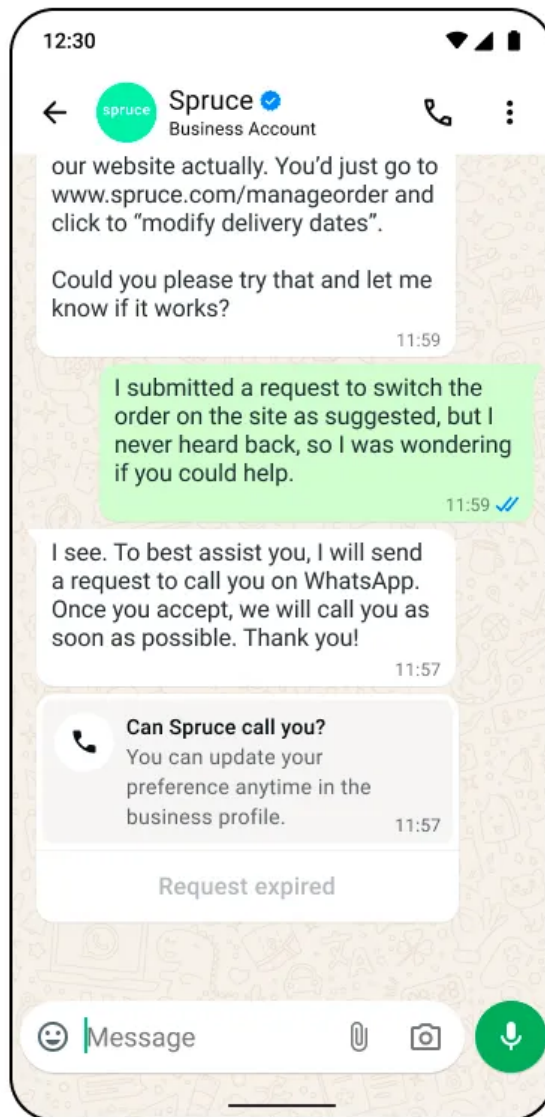
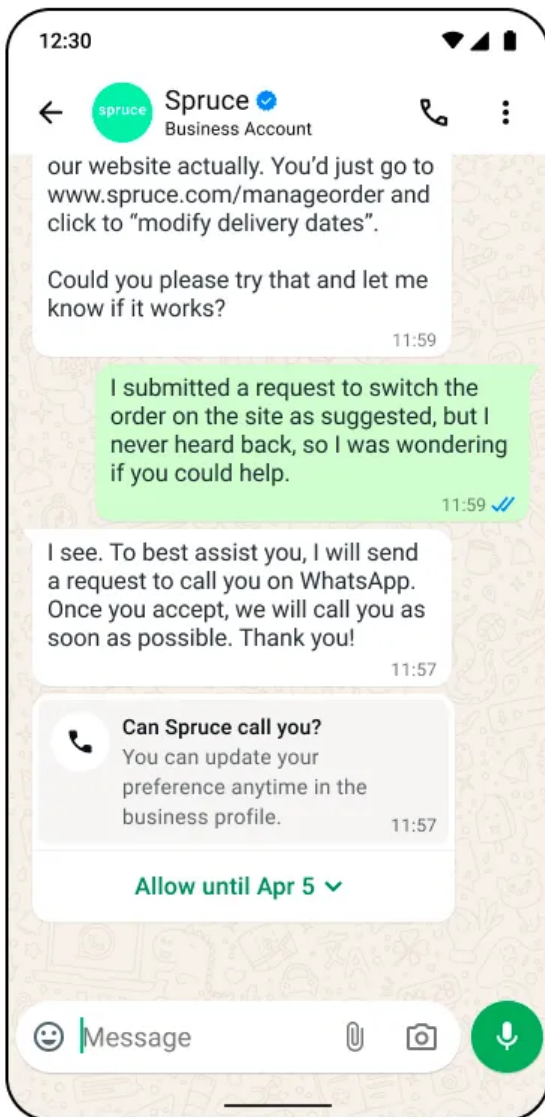
Consecutive unanswered calls

4 consecutive unanswered calls — Permissions automatically revoked

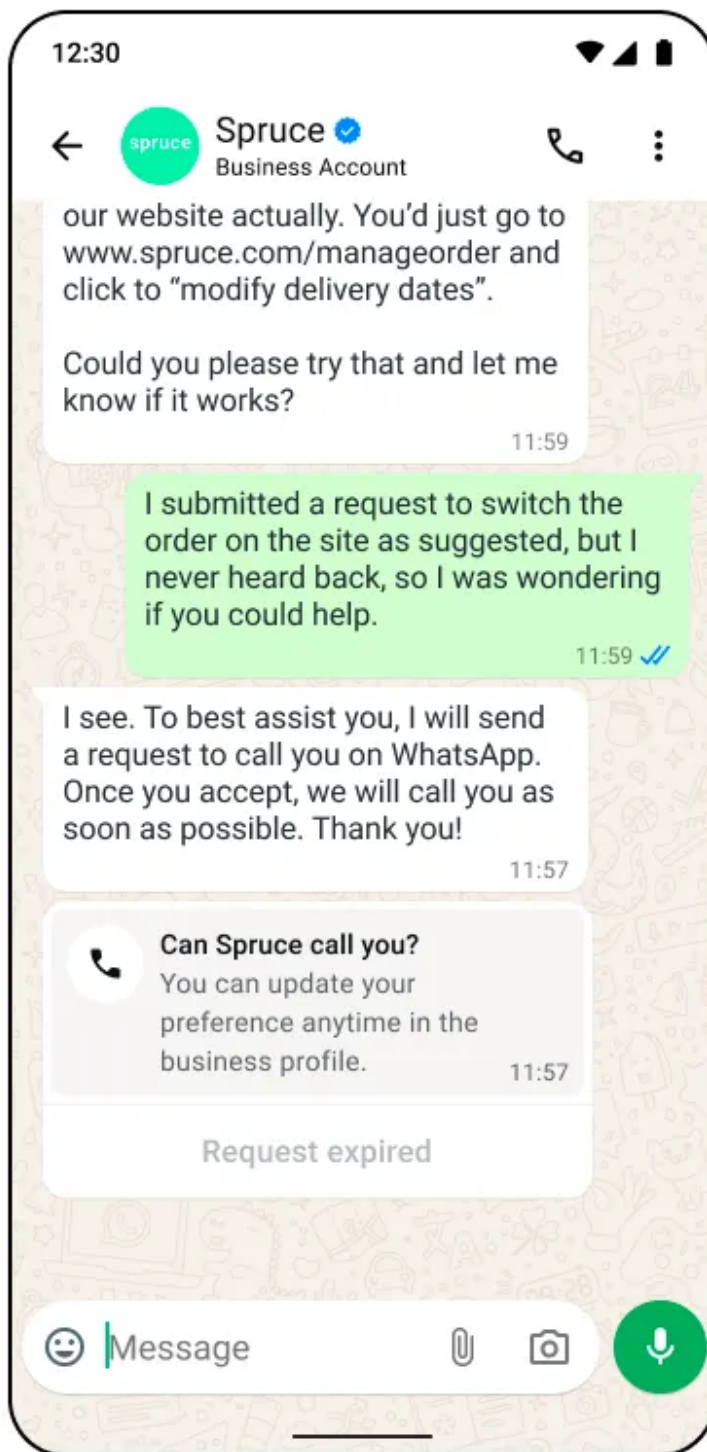


Call permission request expiration scenarios

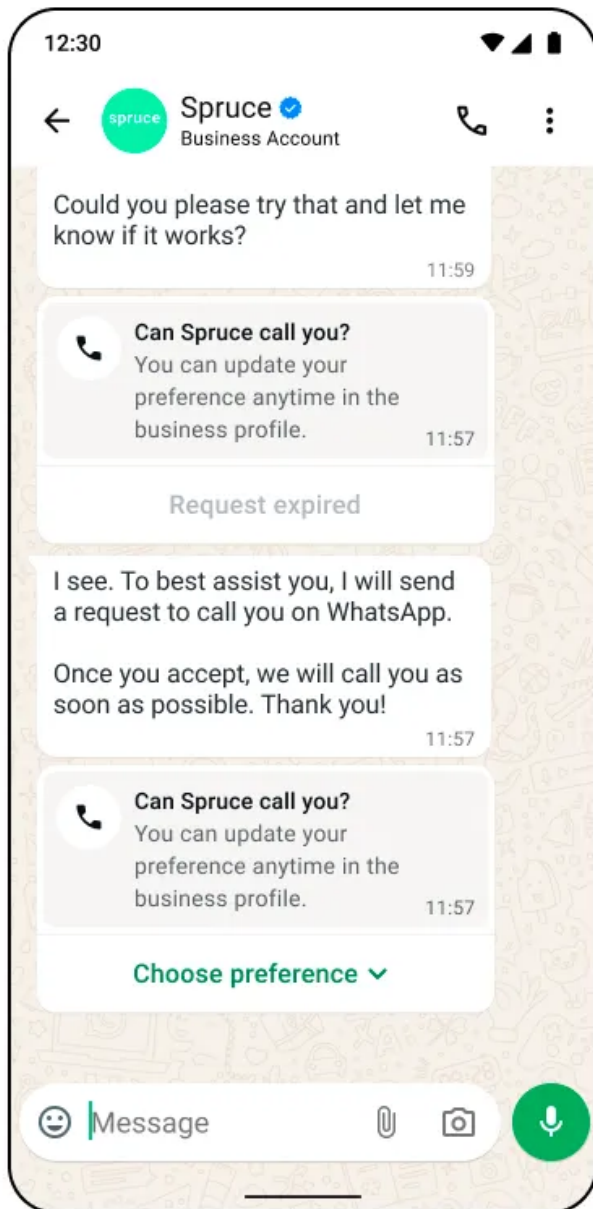
Permission request expires after 7 days — User interacts with request



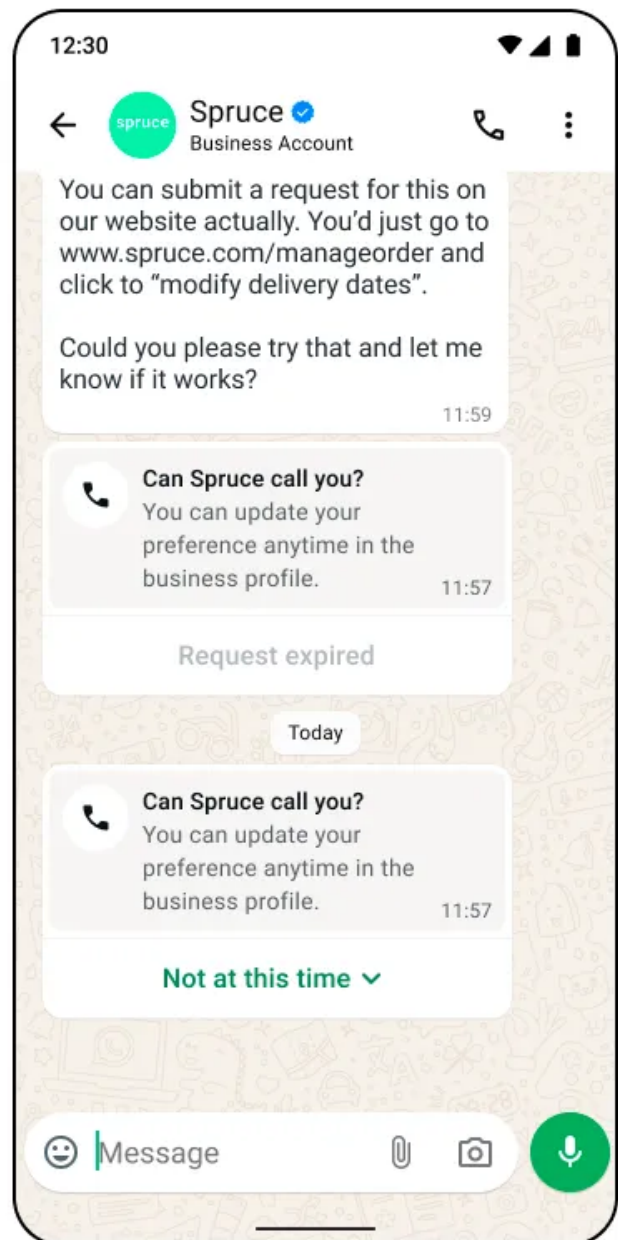
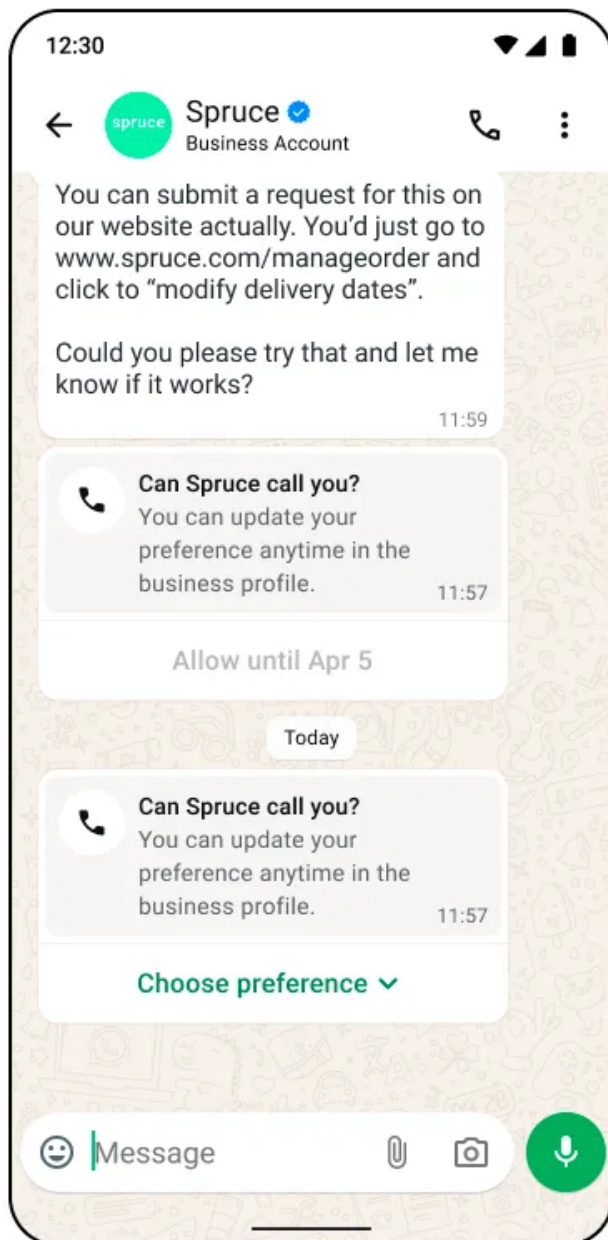
Permission request expires after 7 days — User does not interact



Previous permission request expires immediately — User does not interact / New call permission request is received



Previous permission request expires immediately — User allows / Interacts with the new request



Send free form call permission request message

Call permission request messages are subject to [messaging charges](#)

Use this endpoint to send a free form interactive message with a call permission request during a [customer service window](#). A standard [message status webhook](#) will be sent in response to this message send.

Note: The call permission request interactive object cannot be edited by the business. Only the message body can be customized.

[See how this message is rendered on the WhatsApp client](#)

Body parameters

Parameter	Description	Sample Value
<code>to</code> <i>Integer</i>	Required The phone number of the WhatsApp user you are messaging Learn more about formatting phone numbers in Cloud API	<code>+17863476655</code>
<code>type</code> <i>String</i>	Required The type of interactive message you are sending. In this case, you are sending a <code>call_permission_request</code> . Learn more about interactive messages	<code>"call_permission_request"</code>
<code>action</code> <i>String</i>	Required The action of your interactive message. Must be <code>call_permission_request</code> .	<code>"call_permission_request"</code>
<code>body</code> <i>String</i>	Optional The body of your message. Although this field is optional, it is highly recommended you give context to the WhatsApp user when you request permission to call them.	<code>"Allow us to call you so we can support you with your order."</code>

Success response

[Learn more about messaging success responses](#)

Error response

Possible errors that can occur:

Invalid `phone-number-id` Permissions/Authorization errors Rate limit reached Sending this message to users on older app versions will result in error webhook with error code [131026](#) Calling not enabled Calling restriction errors

[View general Cloud API Error Codes here](#)

Create and send call permission request template messages

Call permission request messages are subject to [messaging charges](#)

Use these endpoints to create and send a call permission request message template.

Once your permission request template message is created, your business can send the template message to the user as a call permission request outside of a customer service window.

[Learn more about creating and managing message templates](#)

Create message template

Use this endpoint to create a call permission request message template.

Body parameters

Creating and managing template messages can be done both through Cloud API and the WhatsApp Business Manager interface.

When creating your call permission request template, ensure you configure `type` as `call_permission_request`.

[Learn more about creating and managing message templates](#)

Parameter	Description	Sample Value
<code>type</code> <i>String</i>	Required The type of template message you are creating. In this case, you are creating a <code>call_permission_request</code> .	<code>"call_permission_request"</code>

Template status response

[Learn more about template status response](#)

Error response

Possible errors that can occur:

Invalid WABA idPermissions/Authorization errorsTemplate structure/component validation alerts

[View general Cloud API Error Codes here](#)

Get current call permission state

Use this endpoint to get the call permission state for a business phone number with a single WhatsApp user phone number.

Request parameters

Parameter	Description	Sample Value
<code><PHONE_NUMBER_ID></code> <i>String</i>	Required The business phone number you are fetching permissions against. Learn more about formatting phone numbers in Cloud API	<code>+18762639988</code>
<code><CONSUMER_WHATSAPP_ID></code> <i>Integer</i>	Required The phone number of the WhatsApp user who you are requesting call permissions from. Learn more about formatting phone numbers in Cloud API	<code>+13057765456</code>

Error response

Possible errors that can occur:

Invalid `phone-number-id` If the consumer phone number is uncallable, the api response will be `no_permission`.Permissions/Authorization errors.Rate limit reached. A maximum of 100 requests in a 1 second window can be made to the API.Calling is not enabled for the business phone number.

[View Calling API Error Codes and Troubleshooting for more information](#)

[View general Cloud API Error Codes here](#)

User call permission reply webhook

This webhook is delivered whenever a user selects or updates their calling permissions. It could be in response to a call permission request sent by the business or it could be the user proactively making a decision.

The webhook fields values change depending on the circumstances of the user permission decision:

the user accepts or rejects the requestthe user approves permission by responding to a request or by calling the businessthe user permission is an automatic callback permission in response to a user-initiated callthe user permission is automatically revoked in response to 4 consecutive unanswered business-initiated calls

Lastly, the user can grant permanent calling permission to the business, which is represented in the `is_permanent` parameter.

No webhook is sent when a temporary permission expires. The `expiration_timestamp` field included in the accepted permission webhook indicates the time this permission will expire. Alternatively the

current permission state can be queried from the [get current call permission state](#) endpoint.

Webhook sample

Webhook values

Placeholder	Description
<code>customer_phone_number</code> <i>String</i>	The phone number of the customer
<code>context.id</code> <i>String</i>	Can be either of two values Message ID of the permission request message sent by the business to the customer number. Shows when a permission decision is made by the user in response to a call permission request. Call ID of the missed call placed by the business to the customer number. Shows when callback permission is enabled in settings and the user calls the business.
<code>response</code> <i>String</i>	The WhatsApp users response to the call permission request message Can be <code>accept</code> or <code>reject</code>
<code>is_permanent</code> <i>Boolean</i>	Indicates if the permission is permanent or not. For temporary permission this will always be false.
<code>expiration_timestamp</code> <i>Integer</i>	Time in seconds when this call permission expires if the WhatsApp user approved it
<code>response_source</code> <i>String</i>	The source of this permission Possible values for accepted call permissions are: <code>user_action</code> : User approved or rejected the permission <code>automatic</code> : An automatic permission approval due to the WhatsApp user initiating the call

Webhook sample scenarios

Scenario	Webhook sample
The WhatsApp user approves a temporary call permission from a call permission request message	
The WhatsApp users approves a permanent call permission from a call permission request message	
The WhatsApp users approves a permanent call permission from the business profile	
The WhatsApp users rejects a call permission after receiving a call permission request message	
An automatic temporary callback permission is granted to the business when the WhatsApp user calls the business	

Scenario	Webhook sample
A call permission is automatically revoked when a business makes 4 consecutive unanswered calls to the WhatsApp user	

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