Industry Issues

Illegal and nuisance robocalls have boomed over the last several years. The FCC has issued a variety of new initiatives to help protect U.S. consumers from illegal calls and other bad-actor calls.

VOXOX is committed to leading the industry against these assailants through critical partnerships, cooperation (legal/otherwise), and preventative AI & ML traffic analysis technology.

Not All Robocalls Are Created Equal

There are legitimate & necessary reasons for some types of robocalls to exist. VOXOX has crafted a holistic approach to prevent the bad while allowing the good. We do this based on industry mandates, best practices, partnerships, and a proprietary AI & ML voice calling gatekeeper.

Good & Legitimate Robocalls

These provide important & necessary services to consumers:

- Emergency Services alerts & notifications
- School systems
- Prescription notices
- Verification calls
- Political campaign calls (opt-in only)
- Ringless VM / mobilesphere
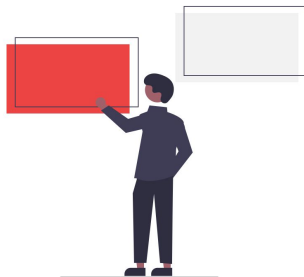
Bad & Nefarious Robocalls

These range from being a nuisance to illegal and coordinated schemes:

- Scams (social security, insurance, identity, etc.) where bad actors attempt to defraud consumers
- Unsolicited (sales, telemarketer, etc.)
- Unwanted (calls that do not adhere to the '*do not call*' list or other preventative calling databases)

Our Safeguard Pledge
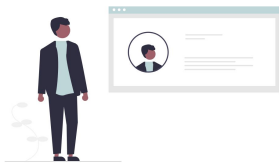
Due Diligence

Every new customers is put through an extensive "Know Your Customer" (KYC) process. This procedure is based on FCC and ITG best-practices to help identify & remove nefarious, or unethical, customers before to providing them with phone service.

Collaboration & Compliance

VOXOX has built an experienced network of partners that we are constantly collaborating with to stay ahead of bad actors. They range from the International Traceback Group and law enforcement agencies, to companies providing AI-Driven traffic analysis and industry-governed call lists. Not only is VOXOX ahead of the game on all compliance measures, we have effectively applied other measures & services that are not yet required.

Traffic Tracking

VOXOX has developed an AI-powered traffic monitoring solution (nicknamed *S.N.A.R.F.*) that scrutinizes traffic in real-time to stop bad actors from being able to send calls over our network.

Due Diligence

## Know Your Customer (KYC) Policy

- **Background Checks** | These are performed on all new customers, checking into their website, founders, history, and physical addresses to ensure there is no undesirable history.
- **STIR/SHAKEN Compliance** | Customers and vendors must be STIR/Shaken compliant.
- **The Traceback Group** | Customers must be registered and agree to respond to trace-back requests immediately.
- **Know Your Customer** | Customers must perform similar KYC for their clientele to understand campaigns they're placing calls for.
- **Robocall Mitigation** | Customers must file a plan and register with the FCC. VOXOX checks registrations to confirm they're complete before network testing is allowed.
- **Compliance Enforcement** | Customers are sent the VOXOX TCPA Compliance Addendum as an additional part of our KYC process.
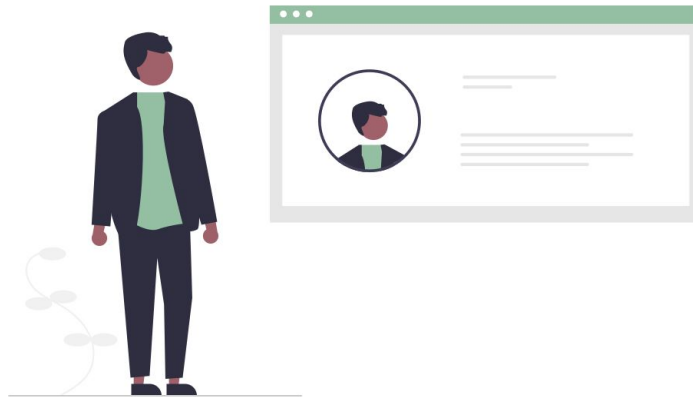
Collaboration & Compliance

- **Tracebacks & ITG** | VOXOX ensures trace-backs are responded to within minutes and immediately suspend offending customers until the issue is resolved with the ITG Compliance team.
- **STIR/SHAKEN** | VOXOX has implemented a fully compliant *STIR/SHAKEN* solution that exceeds all requirements (implemented long before the mandated deadline).
- **Law Enforcement** | VOXOX works closely with U.S. law enforcement agencies, sharing any required records & data for subpoenas and other necessary legal issues that may arise.
- **Robocall Mitigation Plan** | VOXOX is listed as a registered & compliant robocall provider, as is required by the FCC.
- **YouMail** | VOXOX is integrated, and collaborates closely, with YouMail, an industry leading AI-Powered fraud prevention system, that works in concert with our proprietary suite of fraud tools. We have a data-sharing relationship for providing raw call information to help train YouMail's models and improve the underlying logic.
- **SOMOS** | VOXOX purchases Somos' industry-maintained *Does Not Originate* data. We then integrate this information into our anti robocall/fraud solution.
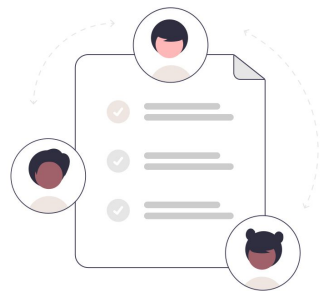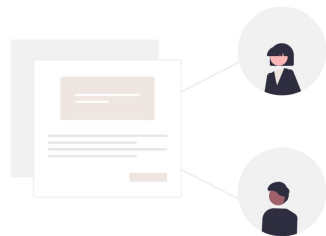
Traffic Tracking

- **S.N.A.R.F |** How the "Spontaneously Named Anti-Robocall Filter" works
- **YouMail |** AI-Powered Fraud, TCPA, and SPAM prevention
- **SOMOS |** Toll-Free and Local DNO "Do Not Call" Lists
    - **Somos DNO |** Calls from "Does Not Originate" numbers that should never appear as a caller ID number are blocked automatically.
- **Prescott-Clearwater |** DNC, Wireless/Landline, proprietary DNO, fuzzy "Good" number, Neighbor Spoofing
- **Constant Evolution |** Regularly added new datasets & integrations to outpace bad actors and fraud scams.