Numeracle

Pioneering Identity-Based Cybersecurity in the Voice Channel

Identity Fraud over the Voice Channel

Entity Identity Management does more than remove spam labels and add branding to phone calls — it's the active protection of an entity's calling and, therefore, digital identity. **Ongoing fraudulent activities, including illegal robocalling and identity impersonation, are facilitated through the voice channel due to an antiquated ecosystem allowing for anonymity.** According to the Federal Trade Commission (FTC), fraud committed through identity impersonation has cost <u>Americans $8.8 billion</u> in 2022 and has cost more in daily disruptions to consumers.

With the attention and enforcement actions of regulatory bodies including Congress, the Federal Communications Commission (FCC), the Federal Trade Commission (FTC), and State Attorneys General, the telecommunications industry is shifting its focus towards reinforcing identity on the network to reinstate consumer trust in who is calling, preventing bad actors from impersonating business callers and continuing to defraud American citizens.

Protecting Against Identity-Based Fraud

To address the issues of fraud, illegal robocalls, and identity impersonation (also referred to as illegal spoofing) in communications, Numeracle has played a pivotal role in addressing broader issues of identity management and security. We continue to set the bar for establishing, maintaining, and enforcing standards for the appropriate use of services to mitigate risks by understanding who is calling and why. Numeracle is the innovator behind identity-based technologies and telecom standards adopted by the major wireless carriers and brands, all of whom recognize the importance of safeguarding their digital and transmittable identities.

After five years of industry influence, our efforts span the adoption of policy and standards, engagement with regulatory mandates, and the introduction and development of cutting-edge technologies designed to fortify the telecom ecosystem and protect consumers from identity-related fraud. At the forefront of our initiative is the active testing of the delivery of Verified Business Identities™ to consumer devices with the explicit goal of empowering consumers with the confidence to engage with incoming calls and that the identity behind the call is a trusted source, not someone impersonating their bank.

PROOF-OF-CONCEPT

We exemplify our commitment through multiple proof-of-concept (POC) collaborations, such as the one conducted with industry giants Comcast and T-Mobile, that tangibly demonstrate our capabilities in innovating and implementing solutions that resonate with the evolving needs to address identity fraud. In a partnership initiative that included Comcast, Numeracle completed the first call successfully delivered with authenticated, vetted identity information presented in the caller ID field, powered by STIR/SHAKEN call authentication requirements. Completing the call with end-to-end caller ID authentication meant leveraging Numeracle's Verified Identity vetting and identity validation process due to its compliance-based Know Your Customer (KYC) and customer due diligence, which validates the business identity and calling competency, ensuring the calling party was accurately identified and delivered.

LEARN MORE (>)

About Numeracle

Numeracle's Entity Identity Management™ (EIM) platform enables service and platform providers to manage the identity of end entities and implement Know Your Customer (KYC) policies to outbound communications. EIM associates a Verified Identity™ to outbound communications, manages branded presentation across the wireless network, delivers blocking and labeling prevention and remediation, with visibility to number reputation, and more, to support service and platform provider requirements to empower wanted communications while monitoring for and blocking the illegal.

Our advocacy, leadership, and expertise extend to prominent industry associations, including the Cellular Telecommunications Industry Association (CTIA), the American Bankers Association, the Communications Fraud Control Association (CFCA), Co-Chair of the Enterprise Communications Advocacy Coalition (ECAC), the Board of Directors of ATIS, insideARM's Consumer Relations Consortium, GLEIF, and on the Forbes Technology Council. Numeracle members also actively participate in various industry working groups like the IP-NNI Task Force by ATIS (co-authors of the SHAKEN call authentication standards), the USTelecom Working Group, and more.

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Entity Identity Management™

A Trusted Industry Partner Focused on Protecting your Identity to Successfully Deliver your Calls

Numeracle is the only solution provider with a defined Know Your Customer (KYC) process that provides a one-stop-shop Entity Identity Management solution to verify, protect, and manage the delivery of calling identities.

With self-service management of all calling campaigns, we ensure legitimate calls are not improperly blocked or mislabeled across all major wireless networks in order to communicate with ease with the security of knowing your phone numbers and identity are simultaneously protected.

Certified Verified Identity™ Status

Be a part of the trust ecosystem via our compliance-based KYC process that validates the **legitimacy** of your calling identity to ensure **reliable** call delivery and establish **trust** in your brand.
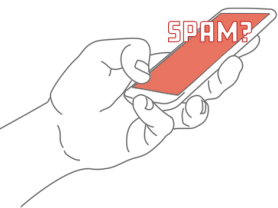
Industry-Trusted Reputation Management & Protection

Don't let improper Spam, Scam, or Fraud labels misrepresent you. Our aggregated solution platform gives you total **visibility** and **control** via safeguarded registration, reputation monitoring across all major carriers, and improper blocking & labeling prevention with proactive labeling **remediation**.
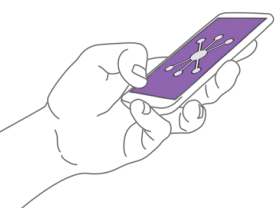
Enhanced & Trusted Smart Branding™

Elevate your brand and increase customer **confidence** and **trust** in your calls with branded calling across top wireless networks. Manage branded campaigns alongside non-branded campaigns in one platform for ultimate calling flexibility and improved ROI.