

Protecting Calls from Identity Spoofing

Protecting you from illegal number and brand spoofing by partnering with YouMail Protective Services

ILLEGAL CALL & BRAND SPOOFING

While there are legitimate reasons for spoofing a phone number, illegal call spoofing is a deceptive practice when a fraudulent caller alters a calling party's originating phone number to display a different number, not the one originating the call, without any authorization or consent.

IMPACT ON BRAND IDENTITY

Fraudulent callers may be using your number and brand name to scam customers, tarnishing the reputation of your phone numbers and brand, preventing you from getting your own calls through without spam labels or blocking.

As this continues you'll likely notice the answer rates of your legitimate calls start to decline as a result.



WHITEPAPER

For more on the potential consumer harm caused by illegal call and brand spoofing, and how it can impact your contact rates and brand identity, read our collaborative white paper with YouMail Protective Services.

[LEARN MORE](#)

PROTECT YOUR IDENTITY FROM SPOOFING

Numeracle prioritizes enterprise identity via a solution that uses a Know Your Customer (KYC) approach to fully vet and verify an entity's identity to authenticate the relationship between brand and phone number usage to protect number reputation.

You can then add vetted branding elements through Numeracle's Smart Branding™ Branded Calling Solution to control the consistency of how your name and brand are displayed to consumers.