



# answering the call with authenticated Caller ID

## global impact of robocalling and spoofing

With the rise of telemarketing and other unwanted calls, caller ID can serve a useful purpose in alerting consumers to the number that is calling on their phone's display. If you recognize the number, you can answer. If you don't recognize the number, you can decide whether to answer or not. However, that decision is taken out of your hands if someone has manipulated the caller ID to look like a familiar number or one with a local area code.

Known as 'spoofing,' the technique can also mislead people by displaying a text string such as "Free Money," or provide a freephone number that cannot be traced to the originating call center. The problem has been severely compounded in recent years with the many advances in VoIP technology, which allow a massive number of phone calls to be initiated very cheaply and where the calling party can select what appears on the caller ID. These tactics resulted in the exponential growth of illegal spam and scam calls globally.

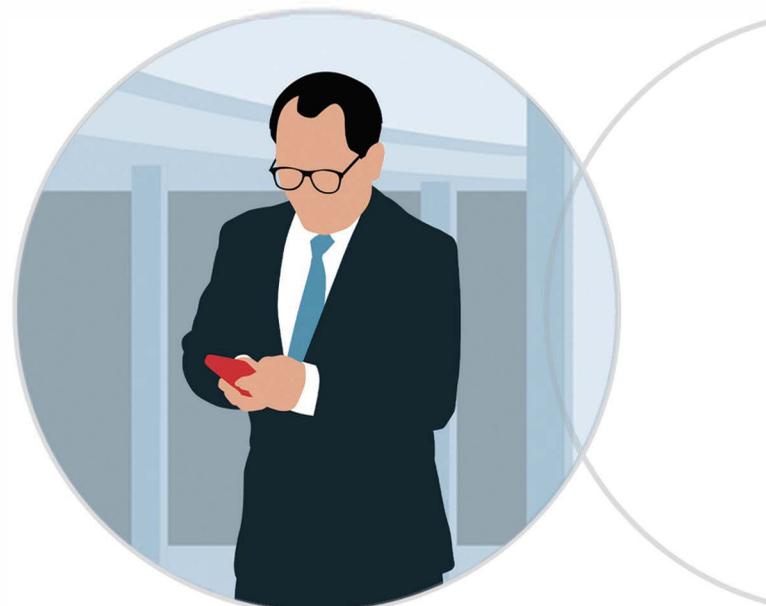
Spoofing can cause more harm than just mere annoyance. Criminals use spoofing to present themselves as something they are not, such as impersonating law enforcement, financial institutions, schools, creditors or other entities to obtain sensitive personal data or extract credit card "payments" and wire transfers, defrauding consumers for billions each year. Wangiri calls, where the number rings once and displays a premium number to call back, is usually a spoofed call and is a top ranked robocalling fraud in many countries.

## what is being done?

Spoofing is illegal in many countries but fines and prosecution have so far been unsuccessful in stemming the tide. Because of the growing consumer outcry, regulators in many countries around the world are taking more decisive action to halt the practice and protect consumers.

Academic researchers and leading telecom associations such as the Internet Engineering Task Force (IETF) and the Alliance for Telecommunications Industry Solutions (ATIS), working jointly with the SIP Forum, have been developing solutions to help the industry mitigate illegal robocalling and spoofing.

Together with industry leaders such as iconectiv, ATIS and the SIP Forum developed SHAKEN (Signature-based Handling of Asserted information using toKENs), a set of specifications that provides a framework for service providers and RespOrgs to implement new certificate-based anti-spoofing measures.



## calling party verification breakthrough

An ATIS/SIP Forum solution, SHAKEN uses encrypted digital signatures for each call that provides authentic and more complete information to the terminating service provider or RespOrg about the calling party. SHAKEN gives service providers and RespOrgs the tools needed to sign and verify calling numbers as well as where the call originates. This information will be used by call blocking and analytics applications to determine what to do with the call and enables consumers to know, before answering, that the calls they receive are from legitimate parties.

The United States was the first country in the world to deploy the SHAKEN framework. iconectiv is the Secure Telephone Identity Policy Administrator (STI-PA) for the United States, which launched in December 2019. Canada has announced its plan to implement a solution in 2020.

## ready for implementation

Uniquely positioned to lead in the mitigation of spoofing and robocalling, iconectiv's core competencies include highly scalable industry database management, numbering services, such as serving as the U.S. Local Number Portability Administrator, third-party authentication and network fraud prevention for the telecommunications industry.

Part of the iconectiv TruReach Platform, TruReach Certify allows service providers to authenticate Caller ID information, capture the origin of the call and securely convey that information between communications networks. Together, TruReach Certify and the SHAKEN framework is making a significant difference in helping to reduce illegal robocalls and helping to ensure that consumers have the information they need to make an informed decision as to whether or not to answer a call.



## to find out more:

If you are a service provider or RespOrg, enterprise or partner who wishes to establish a trusted environment for subscribers to communicate with commercial entities, contact us to learn more.

### about iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2B people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention.

For more information, visit [www.iconectiv.com](http://www.iconectiv.com).

Follow us on Twitter and LinkedIn.

### make the connection.

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