



Liine, Inc.
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Robocall Mitigation Plan

Liine, Inc. ("Liine") is a software-as-a-service client relationship management application and platform provider that provides multisite healthcare, dental and veterinary practices with AI-powered call tracking, marketing analytics and ad optimization capabilities. The platform incorporates an integrated communications tool supported by Bandwidth, which includes a voice component, though such voice component does not provide an end user with the ability to directly place or receive calls. Liine has filed within the Robocall Mitigation Database (RMD) to the extent that the voice component of its offering may be considered a "voice service" as defined in the Commission's Robocall Mitigation rules. Liine does not control the softswitch, number porting or call trunking for the referenced voice capabilities. Accordingly, Liine does not have the facilities necessary to implement STIR/SHAKEN. Liine has, however, adopted this robocall mitigation plan to establish procedures intended to limit the potential for the origination, carrying, or processing of unlawful robocalls from its voice capabilities.

PROCEDURES TO MITIGATE OR STOP ROBOCALLS

I. Know Your Customer

Liine follows the best practices for vetting caller identity recommended by the North American Numbering Council (NANC) [Call Authentication Trust Anchor Working Group](#). This process includes confirming the identity of Liine customers – (i) contact person(s); (ii) business location; (iii) state or country of incorporation; (iv) federal tax identification; and (v) the nature of the customers' businesses (which are all healthcare, dental or vet practices).

Additionally, Liine does not offer a self-service option for purchasing or implementing its software and services. Every new customer has multiple touchpoints with the Liine team during and after the sales process.

II. Contractual Terms

Liine's Terms of Service require customers to use Liine's services in compliance with law. The Terms of Service further provide Liine with a right of termination should a customer be suspected or found to be using the services for illegal activities. A customer's subscription to Liine's services will be terminated if it is determined that violations occurred.

III. Traceback Requests

Liine commits to respond fully, within 24 hours, to all traceback requests from the Federal Communications Commission, law enforcement, state attorneys general, Bandwidth, and the Registered Traceback Consortium. Liine will cooperate with such entities to investigate and stop any illegal robocallers that use Liine's platform for such purpose.



IV. Robocall Mitigation

Liine's underlying voice provider, Bandwidth, has committed to fully complying with the Commission's roboblocking requirements. In addition, the capabilities of the Liine platform prevent customers from triggering more than a single outgoing call at a time, effectively limiting high volume calling from a single customer.

V. Call Analytics Systems

Liine leverages call analytics systems in place with its underlying provider, Bandwidth. Bandwidth developed and deployed a Call Blocking Tool that identifies and block "invalid, unallocated and otherwise obviously illegal telephone numbers."

VI. Know Your Upstream Provider

Liine has an agreement in place Bandwidth which facilitates its provision of voice capabilities. Liine has confirmed that Bandwidth is listed in the Robocall Mitigation Database. Liine will not accept traffic from any carrier that is removed from the Robocall Mitigation Database.

VII. Plan Updates

Liine will continue to monitor industry best practices and improve our internal processes to ensure our systems adapt to address the ongoing challenges affecting this industry.