



Call-Em-All, LLC dba Text-Em-All
3807 Parkwood Blvd, Ste 900 | Frisco, TX 75034
(877) 226-3080



Text-Em-All Robocall Mitigation

September 15, 2021

Text-Em-All has developed extensive robocall mitigation tools and policies to keep unwanted robocalls off our platform. These efforts combine human review, automated machine learning, and crystal clear zero-tolerance policies. Our efforts to prevent unwanted robocalls go back to our founding in 2005. For example, our CEO Brad Herrmann, was a speaker at the 2012 FTC Robocall Summit – the only robocall company to participate.

Our robocall mitigation tactics fall into two categories – Legal and Operational.

LEGAL

Our legal approach expands upon standard Terms of Use to add clarity and demand that users give attention and acknowledgement to our expectations.

- 1) All clients must agree to our Terms of Use, which includes content related to expected user conduct, appropriate messages, strong anti-spam provisions, and legal compliance. <https://www.text-em-all.com/terms-of-use>
- 2) All clients must agree to our Responsible Use policy, which supplements our Terms of Use by further clarifying expectations for responsible and legal use of our service. <https://www.text-em-all.com/responsible-use>
- 3) In addition to our Responsible Use policy and Terms of Use, all clients must specifically agree to the following statements when creating an account or new user (see below image). Users must proactively check a box next to each of the following statements:
 - a) Informational Messages Only I will use Text-Em-All to send informational messages only.
 - b) No Marketing or Sales I will not initiate any messages for solicitation or telemarketing purposes, including:
 - i) Solicitations for charitable contributions or donations to benefit a non-profit
 - ii) Messages that are part of a plan, program, or campaign to include the purchase of goods or services
 - c) No Political I will not initiate any messages for political purposes, including:
 - i) Solicitations for votes or as part of an electoral campaign
 - d) Must Have Consent I have consent to contact every number that is entered or uploaded into my account and did not acquire or purchase them from a third party list provider.

(continued on next page)



Call-Em-All, LLC dba Text-Em-All
3807 Parkwood Blvd, Ste 900 | Frisco, TX 75034
(877) 226-3080



Terms of Use

Please read and agree to our terms

☐

Informational Messages Only
I will use Text-Em-All to send informational messages only.

☐

No Marketing or Sales
I will not initiate any messages for solicitation or telemarketing purposes, including:

- Solicitations for charitable contributions or donations to benefit a non-profit
- Messages that are part of a plan, program, or campaign to include the purchase of goods or services

☐

No Political
I will not initiate any messages for political purposes, including:

- Solicitations for votes or as part of an electoral campaign

☐

Must Have Consent
I have consent to contact every number that is entered or uploaded into my account and did not acquire or purchase them from a third-party list provider.

By clicking on I Agree, you agree to Text-Em-All's [Terms Of Use](#) and [Responsible Use Policy](#).

I AGREE

OPERATIONAL

Our operational robocall efforts involve proactive monitoring of activity by both humans and machines. These processes are extensive and have been developed over our 16 year history. We are continually monitoring and improving our computer-assisted filters, and supplementing them with old-fashioned human review every day. These systems are applied to all accounts – not just those new to our service.

- 1) We use machine learning (AI) to proactively identify and block messages that do not comply with our Terms of Use and Responsible Use policies.
- 2) Our system is regularly scanning account behavior to identify suspicious activity such as unusually large broadcasts and abnormal opt out request percentages. These alerts feed into our automated account shutdown procedures and human review process.
- 3) We have a 24x7 human-monitored approval process that works together with our programmatic spam prevention systems.
- 4) When a suspect account is identified, our system can automatically shut down the account and block messages from being sent.

