

Peta Communications

Peta Communications
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Robocall Mitigation Plan

In pursuant to the **TRACED Act** the **FCC** has required that voice service providers submit a detailed Robocall Mitigation Plan outlining the actions they are taking to avoid robocalls going through their network. The below Robocall Mitigation Plan is specific to the steps being taken by Peta Communications and will be filed online in the **Robocall Mitigation Database**.

INTRO

Peta Communications has been in the call center industry for the past 2 years generating compliant, Opt-in, costumer acquisition and customer service phone calls for its partners.

KNOW YOUR CUSTOMER

Peta Communications has always made it a point to “know our customers” and build long lasting relationships. During the onboarding process we reiterate key compliance topics around **TCPA**, dialing strategies and **DID** usage that all our partners must follow. In addition to providing and understanding their compliance requirements we collect and store the following information for both large and small customers: physical business location, contact person(s), state or country of incorporation, federal tax ID, and the nature of the customer's business. After a period of time operating with its partners, Peta Communications will often meet in-person to continue to develop the relationship and better understand the business strategies and operations of its partners.

Throughout the partnership key metrics and reports are used to monitor and identify any irregularities in outreach and performance. If irregularities are identified immediate action is taken to eliminate any potential non-compliant activity.

STIR/SHAKEN

Since Peta Communications current voice traffic is generated and controlled entirely in-house we can more successfully mitigate illegal robocalling without the need for an external monitoring software. The determination on what/who is allowed to go through our network is done during our initial vetting process and continues throughout the life of that business relationship.

TRACEBACK

Peta Communications responds to all traceback requests from the FCC, law enforcement, and the industry traceback group and cooperates with such entities in investigating and stopping any illegal robocallers that use our service. **Peta Communications** helps to determine possible incidents of robocalling. If a customer is found to be in violation of robocalling activities Peta Communications will take action up to suspension or termination of services.

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