



HARDING MARKETING

Robocall Data Mitigation Plan

FRN: 0034071688

Date: 07/31/2023

This robocall mitigation plan is for Harding Marketings LLC with headquarters at **5262 SECOND AVENUE, PITTSBURGH, PA 15207, USA.**

As of this date, Harding Marketings have not implemented STIR/SHAKEN and is thus submitting Robocall Mitigation Plan in FCC's Robocall Mitigation Database

1. Introduction:

Robocalls are automated phone calls that deliver pre-recorded messages to a large number of recipients. While robocalls can be a legitimate marketing tool, they are often associated with scams, fraudulent activities, and unwanted nuisance calls. In order to maintain a positive brand reputation and comply with legal and ethical obligations, Harding Marketings has decided not to engage in any robocall campaigns. Instead, we will focus on alternative marketing strategies that prioritize customer engagement and satisfaction.

2. Compliance with Legal Regulations:

Harding Marketings will ensure compliance with all applicable laws and regulations governing robocalls, including but not limited to the Telephone Consumer Protection Act (TCPA) in the United States. This includes refraining from initiating any robocall campaigns and respecting the preferences of recipients.

3. Consent-Based Marketing:

Harding Marketings will adopt a consent-based marketing approach, obtaining explicit consent from recipients before initiating any communication. Consent will be obtained through various means, such as online forms, recorded verbal agreements, or written documentation.

4. Opt-Out Mechanisms:

To respect the preferences of recipients, Harding Marketings will provide clear and easy-to-use opt-out mechanisms for all marketing communications. This may include an automated opt-out feature during phone calls, a dedicated phone number or website for opt-out requests, or other user-friendly options. Opt-out requests will be promptly honored, and recipients will be added to the internal Do-Not-Contact list to ensure compliance with their preferences.



5. Training and Monitoring:

Harding Marketings will provide comprehensive training to all employees involved in marketing campaigns. This will include educating them on legal requirements, ethical practices, and best practices for data protection. Regular monitoring and auditing of marketing campaigns will be conducted to ensure ongoing compliance and identify any potential issues or areas for improvement.

6. Customer Complaint Resolution:

In Harding Marketings we have established robust process for responding to fraud reports that are submitted on our website through "Report a fraud" link. This process ensures that we take appropriate action to investigate and address any potential fraud. Also We have one designated person who is responsible for taking action against fraud reports on our website.

This person will be responsible for the following tasks:

- a. Investigating fraud reports.
- b. The person will investigate all fraud reports that are submitted on our website.
- c. This investigation will include contacting the customer who submitted the report and reviewing any relevant call records.
- d. Taking action against fraud.
- e. If the investigation determines that fraud has occurred, that person will take appropriate action. This action may include contacting the authorities as well.

7. Alternative Marketing Strategies:

Instead of relying on robocalls, Harding Marketings will explore alternative marketing strategies that prioritize personalized and engaging interactions with customers. This may include email marketing, social media campaigns, targeted advertisements, and other forms of communication that align with customer preferences and legal requirements.

8. Regular Review and Updates:

The Data Mitigation Plan will be subject to regular review and updates to align with changes in legal regulations, industry standards, and emerging technologies. Harding Marketings will actively stay informed about evolving best practices and incorporate them into the plan as needed.

9. Communication and Transparency:

Harding Marketings will maintain open and transparent communication with its customers, stakeholders, and regulatory bodies regarding its marketing practices. This will include providing clear information about the purpose and nature of marketing communications, obtaining consent, and addressing any concerns or inquiries. The "Report a fraud" link on the website will serve as a means for recipients to communicate any issues related to marketing communications directly to Harding Marketings



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10. Regular Review and Updates:

The Robocall Data Mitigation Plan will be subject to regular review and updates to align with changes in legal regulations, industry standards, and emerging technologies. Harding Marketings will actively stay informed about evolving best practices and incorporate them into the plan as needed.

By implementing this Robocall Data Mitigation Plan, Harding Marketings aims to ensure responsible and compliant marketing practices while prioritizing customer engagement and satisfaction. Instead of robocalls, alternative marketing strategies will be employed, and recipients will have the option to report any fraudulent or unwanted communication through the provided channel.