

**ZettaLync, LLC**  
**Robocall Mitigation Plan**

## **Introduction**

This document details the reasonable steps and actions taken by ZettaLync, LLC (“ZettaLync”) to mitigate and eliminate illegal robocalling. ZettaLync has an ongoing commitment to scan for and help alleviate illegal robocalling by pre-qualifying prospective customers, monitoring existing customers for traffic patterns indicative of prohibited robocalls, and working with other providers and regulatory agencies in combatting fraudulent voice activity.

All telecom services are provided on a resale-only basis. As a telecom reseller, ZettaLync is dependent on our underlying provider’s assistance with monitoring their networks for fraudulent voice calling patterns.

## **Know Your Underlying Provider**

ZettaLync, LLC has master service agreements with our upstream providers (PayG LLC dba SkySwitch and CoreDial LLC) and has received written assurances from their officials that it has and will continue to sign calls submitted to ZettaLync, LLC and will abide by the FCC’s STIR/SHAKEN and robocall mitigation rules in all respects when providing voice services to ZettaLync. ZettaLync and its upstream providers have agreed to work together diligently to mitigate all illegal robocalls, including cooperating fully when receiving traceback requests.

## **Know Your Customer**

Screening interviews are performed to understand potential customer business models and the potential, or lack thereof, for involvement in fraudulent robocalling schemes.

In our research of the prospect, ZettaLync will not activate clients that provide anonymous information or where data mismatches are found. Additionally, prospects are required to agree to ZettaLync’s strict policies and contractual terms prohibiting the act of fraudulent voice activity as a condition of doing business with ZettaLync.

Individuals associated with prospects or current customers who have been known to act improperly or otherwise be involved in fraudulent robocalling will cause their companies to be rejected by ZettaLync as a customer and any existing customer relationships could potentially be severed.

## **Traceback Requests**

ZettaLync is committed and will respond fully within 24 hours to all Traceback Requests from the FCC, law enforcement agencies, and the industry traceback consortium and vows to cooperate with these agencies in investigating and stopping any illegal robocallers that use our service to make calls. ZettaLync will devote sufficient resources to provide prompt and complete information to traceback requests. Our point of contact to handle all traceback requests is:

Kyle Hensley  
CEO  
469.904.1801

If a traceback exposes an existing customer as the source of fraudulent robocalls, or as having transmitted fraudulent robocalls, a demand for an explanation and verification of mitigation of the traffic is issued to the customer. If the fraudulent traffic is not remediated, ZettaLync immediately begins rejecting all traffic from the offending customer.

## **Telephone Numbers**

A Telephone Number (“TN”) based caller identity is the originating phone number included in call signaling used to identify the caller for screening purposes that is uniquely associated with the subscriber. A subscriber is permitted to use a TN as a caller identity if a TN is directly managed by ZettaLync and/or obtained by ZettaLync from ZettaLync’s underlying carrier for use by the subscriber. Numbers can also be allocated by ZettaLync or ported using information from previous bill matching customer information.

## **International Calling**

ZettaLync is not currently an international voice services provider. If at any time ZettaLync does decide to sell our services to international customers using North American Numbering Plan resources, we will familiarize ourselves with and develop best practices for full vetting of such customers and work with our underlying provider to perform the necessary telephone number validation on all international originated calls.

## **Call Analytics**

As a reseller, ZettaLync must rely on our underlying provider and/or their third-party vendors to determine if originating calls should be blocked based on call analytics practices.

## **Ongoing Robocall Mitigation**

ZettaLync monitors and examines call detail records (CDRs) on a repeating basis to detect suspicious call activity and/or calling patterns. When we and/or our underlying provider detect network usage patterns consistent with illegal robocalls or suspect illegal robocalling is taking place, we will immediately seek to identify the party that is originating, terminating, or routing these calls so that we may take appropriate action. The actions taken may include, but are not limited to initiating a traceback investigation; verifying that the originating customer owns or is authorized to use the Caller ID number; determining whether the Caller ID name sent to a receiving party matches the customer's corporate and/or d/b/a name; block the party's ability to originate, terminate, or route calls on the network; and/or providing notice to law enforcement authorities.

As part of our Plan to mitigate and prevent any originating robocalls, we are committed to early identification and investigation of possible robocalling conditions. Among other things, we watch for higher-than-normal subscriber traffic volume, including large bursts of traffic in small timeframes or spikes in usage. We also monitor for originating calls of short duration and low call completion percentages, originating calls with sequential called to number dialing patterns.

## **ZettaLync Contact for Robocall Mitigation-Related Issues**

The Company will update our Robocall Mitigation filings within 10 business days of any change to the information outlined in this plan. Please direct any questions related to Robocall Mitigation issues to:

Kyle Hensley  
CEO  
2591 Dallas Pkwy, Suite 300  
Frisco, TX. 75034  
469.904.1801  
[khensley@zettalync.com](mailto:khensley@zettalync.com)