

## SilverTree Robocall Mitigation Program Description

**Overview:** Our Robocall Mitigation Program is designed to combat the growing menace of illegal and unwanted robocalls, ensuring a better communication experience for our customers. Robocalls, particularly those involving scams and fraudulent activities, have become increasingly prevalent, posing risks to personal privacy and security. This program aims to implement effective measures to reduce the incidence of robocalls while maintaining legitimate communication channels.

### Key Objectives:

1. **Reduce Robocall Volumes:** Implement technologies and protocols that actively identify and block illegal robocalls before they reach our customers.
2. **Enhance Call Authentication:** Adopt industry-standard protocols such as STIR/SHAKEN (Secure Telephone Identity Revisited/Signature-based Handling of Asserted information using toKENs) to verify caller identities and prevent spoofing.
3. **Educate Customers:** Raise awareness among our customer base about robocall threats, how to identify them, and steps to take if they receive suspicious calls.
4. **Compliance:** Ensure compliance with regulatory requirements such as the FCC's rules and regulations on robocall mitigation.

### Program Components:

1. **Call Filtering Technologies:** Utilize advanced call filtering techniques and algorithms to analyze incoming calls in real-time, identifying and flagging potential robocalls based on behavioral patterns and known scam numbers.
2. **Caller ID Authentication:** Deploy STIR/SHAKEN protocols to validate caller ID information, making it harder for malicious entities to spoof legitimate numbers.
3. **Customer Control Features:** Provide customers with options to manage their call preferences, including opting in or out of specific types of calls and reporting suspicious numbers.
4. **Monitoring and Reporting:** Continuously monitor the effectiveness of the program through metrics such as robocall detection rates, customer feedback, and regulatory compliance.

### Benefits:

- **Improved Customer Trust:** By reducing unwanted calls, we aim to enhance trust and satisfaction among our customer base.
- **Enhanced Security:** Protect customers from scams and fraudulent activities associated with robocalls.
- **Regulatory Compliance:** Ensure adherence to federal and state regulations, avoiding penalties and legal implications.
- **Streamlined Communication:** Facilitate clearer and more reliable communication channels for legitimate business.

operations.

### **Implementation Strategy:**

1. **Phase 1 - Assessment and Planning:** Conduct an initial assessment of current robocall volumes and customer feedback. Develop a detailed plan outlining specific technologies to implement and timelines for deployment.
2. **Phase 2 - Technology Deployment:** Integrate call filtering technologies and STIR/SHAKEN protocols into our communication network. Test and validate these solutions to ensure seamless integration and minimal disruption to customer services.
3. **Phase 3 - Customer Education:** Launch an educational campaign to inform customers about the new robocall mitigation measures. Provide resources such as FAQs, tutorials, and customer service support to help users understand and utilize these features effectively.
4. **Phase 4 - Monitoring and Optimization:** Continuously monitor the effectiveness of the program through analytics and customer feedback. Make necessary adjustments to improve robocall detection rates and customer satisfaction.

**Conclusion:** Our Robocall Mitigation Program represents a proactive approach to addressing the persistent issue of unwanted robocalls. By leveraging advanced technologies, educating customers, and ensuring compliance with regulatory standards, we aim to create a safer and more trustworthy communication environment for all our stakeholders. This program underscores our commitment to delivering superior customer experiences while safeguarding personal privacy and security.