

Objective

As a key participant in the telecommunications industry, Retell AI, Inc. is committed to maintaining the integrity of the national phone network while safeguarding consumers from fraudulent or unauthorized calls. This document outlines the technical and operational strategies employed by Retell AI, Inc. to detect, prevent, and mitigate unlawful call traffic on its network.

Regulatory Compliance Statement

Retell AI, Inc. certifies that:

- All calls originating, transiting, or terminating on its network comply with this mitigation framework.
- It maintains its certification status with regulatory authorities and has not been subject to revocation.
- The company adheres to industry best practices for preventing illegal robocalls and promptly responds to traceback inquiries from regulatory bodies, law enforcement, and industry coalitions within 24 hours.
- Over the past two years, neither Retell AI, Inc. nor any associated entities have been the subject of an official investigation or enforcement action related to unauthorized call traffic, call spoofing, or non-compliance with mitigation protocols.

Mitigation Strategies

1. Customer Verification

New customers would require verifying their phone number via text message. One phone number can only be used for one user.

To enhance fraud detection, Retell AI, Inc. plans to implement Persona, an AI-driven risk assessment tool that evaluates device data, browser characteristics, IP history, mobile verification, payment details, and CAPTCHA validation. This system employs machine learning to differentiate between legitimate and suspicious activities.

2. Secure Network Access

All services are secured using Cloudflare Web Application Firewall (WAF), which restricts access from high-risk IP addresses. Requests originating from sources with a moderate risk profile require user authentication via challenge-response mechanisms.

3. Traffic Rate Control

Retell AI, Inc. employs Cloudflare Load Balancing to regulate the volume of requests sent to its network. Non-enterprise users are limited to a maximum of ten outbound calls per day to curb excessive or unauthorized call activity.

4. System Monitoring & Threat Detection

Through the Oneleet security platform, Retell AI, Inc. continuously scans for vulnerabilities and receives real-time alerts regarding potential threats. Any identified weaknesses are promptly addressed to ensure network security.

5. Incident Management & Response

Retell AI, Inc. collaborates with industry partners such as the USTA Industry Traceback Group (ITG) and telecommunications providers to investigate and respond to reports of unauthorized call activity. Reports submitted via automated systems, external analytics, or customer feedback are reviewed within 24 hours. Additionally, contracts with users and partners include acceptable use policies subject to enforcement through monitoring and manual review.

6. Data Analytics & Fraud Prevention

While Retell AI, Inc. does not utilize third-party analytics for outbound call verification, it intends to integrate Persona for customer identity validation and account security. These measures assist in detecting fraudulent account activity and preventing unauthorized access to services.

7. Employee Training & Compliance Awareness

A structured training program ensures that all employees, particularly those handling customer onboarding and renewals, understand the regulatory requirements and mitigation strategies. Staff receive instruction on identifying and addressing fraudulent activities, handling traceback requests, and complying with industry standards.

Corporate Information & Key Personnel

Legal Entity:

Retell AI, Inc.

Executive Leadership:

- **Bing Wu** – Chief Executive Officer
- **Weijia Yu** – Chief Operating Officer

Affiliated Entities:

- None

Compliance Contact

For inquiries from regulatory bodies, traceback requests, or law enforcement, please contact:

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Revision History

Description	Date
Initial Documentation	Feb 27, 2025