

Robocall Mitigation Program Description

At **NewHomePage**, we are committed to complying with all federal, state, and industry regulations to mitigate the impact of robocalls and enhance the user experience for our clients. Our **Robocall Mitigation Program** is designed to ensure that our calling services are fully compliant with the Telephone Consumer Protection Act (TCPA), the Truth in Caller ID Act, and other relevant guidelines. This program serves to prevent the misuse of automated calling systems and ensure that all calls made through our services adhere to the highest standards of transparency, security, and user consent.

Key Components of Our Robocall Mitigation Program:

1. Strict Compliance with Regulatory Guidelines:

- o We adhere to all applicable regulations, including the **TCPA**, **STIR/SHAKEN framework**, and the **TRACED Act**, which are designed to combat illegal robocalls and improve caller ID authenticity.
- o All outbound calls are pre-screened to ensure compliance with the Do Not Call (DNC) registry and other opt-out mechanisms.

2. Caller Identification and Transparency:

- o We ensure accurate and transparent caller ID information on all calls made through our services. This includes providing correct caller identification, including the business name, phone number, and appropriate contact details.
- o Our system implements the **STIR/SHAKEN** protocols to authenticate the caller's identity, reducing spoofed numbers and enhancing trust with recipients.

3. Opt-in and Opt-out Mechanisms:

- o Clients utilizing our calling services must obtain explicit consent from recipients to receive automated calls. This ensures that only individuals who have opted in are contacted.
- o We provide recipients with easy-to-use opt-out mechanisms, including "Press 1 to opt-out" features, ensuring that individuals can quickly stop receiving calls if they wish.

4. **Regular Audits and Monitoring:**

- o We perform regular audits of our calling practices to ensure that they are in compliance with the latest robocall mitigation regulations.
- o Our monitoring system actively detects and prevents suspicious activity, ensuring that no calls are made without proper consent or adherence to legal requirements.

5. **Client Education and Best Practices:**

- o We provide ongoing training and resources for clients to help them understand and comply with robocall regulations. This includes guidance on obtaining consent, creating compliant scripts, and implementing best practices for lead generation and outreach.
- o We encourage responsible use of our calling services to prevent misuse and ensure ethical marketing practices.

6. **Reporting and Accountability:**

- o We maintain a transparent reporting system that allows clients to view their call logs, opt-out requests, and other relevant data to ensure transparency and accountability.
- o We act swiftly to address any reported complaints and resolve issues related to non-compliant practices.

By adopting these measures, **NewHomePage** remains a responsible provider of automated calling services, committed to delivering value while adhering to the highest ethical and legal standards. Our goal is to ensure that all calls made through our platform are welcomed, informed, and compliant with all relevant regulations.