

Robocall Mitigation Program Description

Filer Information

- Legal Name: Strategic Media Advisors LLC
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Certification Type: I have implemented a robocall mitigation program.

Description of Robocall Mitigation Program

Strategic Media Advisors LLC provides marketing and media advisory services, including ringless voicemail (RVM) and outbound communication tools for legitimate business outreach. While STIR/SHAKEN call authentication may not directly apply to every aspect of our service model, we have implemented a robust robocall mitigation program in compliance with 47 CFR § 64.6305(b) to prevent the origination of unlawful robocalls and ensure strict compliance with federal and state regulation.

This program is designed to safeguard consumers, maintain trust in our services, and guarantee that all outreach campaigns adhere strictly to federal guidelines, including FCC, FTC, and TCPA requirements.

Customer Vetting

All customers undergo a rigorous screening process prior to onboarding:

- Know Your Customer (KYC) Verification – All clients must complete a KYC process prior to activation. This includes submission of valid government-issued identification, business registration documents, and other supporting information to confirm the customer's identity and legitimacy of their business operations.
- Identity verification – Collection of government-issued or business documentation.
- Business validation – Review of company legitimacy, industry relevance, and operational history.
- Use case review – Evaluation of intended voicemail outreach campaigns to ensure lawful and compliant practices.

Contractual Obligations

All clients are required to sign service agreements that strictly prohibit:

- Use of services for unlawful robocalls, spam, or deceptive practices.
- Any misrepresentation or fraudulent marketing campaigns.
- Conduct that violates federal or state telecommunications regulations.

Violations result in immediate suspension of services and potential permanent termination.

Traffic Monitoring

Strategic Media Advisors LLC continuously monitors traffic to detect and prevent suspicious or unlawful activity.

Monitoring measures include:

- Tracking campaign volumes and delivery activity for irregular patterns.
- Analyzing records and reports for abnormal or high-risk behavior.
- Flagging suspicious accounts for immediate review and pausing service pending investigation.

Traceback Cooperation

Strategic Media Advisors LLC fully cooperates with traceback requests initiated by:

- The Federal Communications Commission (FCC)
- Federal and state law enforcement agencies
- The Industry Traceback Group (ITG)

Caller ID Practices

To maintain transparency and trust in communications, Strategic Media Advisors LLC enforces strict caller ID policies:

- All outbound caller IDs clearly and accurately identify the sender.
- No misleading, spoofed, or deceptive caller ID practices are permitted.
- Compliance with FCC best practices and disclosure requirements is mandatory.

Although ringless voicemails do not transmit a caller ID in the traditional sense, we ensure that any associated messaging clearly identifies the sender in a truthful and non-misleading manner.

Compliance Contact:

- Name: Martell Higareda
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This Robocall Mitigation Plan is submitted in compliance with FCC rules and is subject to periodic review and updates.