

Twilio Robocall Mitigation Program Overview

Twilio is actively involved in industry-wide efforts to combat illegal robocalls and protect consumers from unwanted phone scams. The program is built on a combination of public policy, law enforcement, industry cooperation, and technical innovation.

Key Principles and Actions

Twilio has committed to the following anti-robocall principles, as part of its participation in the State Attorneys General Anti-Robocall Coalition:

- **Support for Call Blocking and Labeling:** Twilio encourages carriers to offer free call blocking and labeling services to consumers.
- **SHAKEN/STIR Protocol Implementation:** Twilio implements the SHAKEN/STIR call authentication protocol to combat illegal caller ID spoofing.
- **Network Traffic Analysis:** Twilio analyzes and monitors network traffic to identify patterns consistent with robocalls.
- **Investigation and Action:** Suspicious calls and calling patterns are investigated, and appropriate action is taken against parties originating or routing illegal robocalls.
- **Customer Identity Verification:** Twilio confirms the identity of commercial VoIP customers by collecting relevant information.
- **Traceback Cooperation:** Twilio requires traceback cooperation in contracts and participates in industry traceback investigations to identify the source of illegal robocalls.
- **Collaboration with Law Enforcement:** Twilio cooperates with law enforcement and industry groups like USTelecom's Industry Traceback Group.
- **Communication with Authorities:** Twilio communicates with state attorneys general about recognized scams and trends in illegal robocalling.

Industry Partnerships

- Twilio is a steering committee member of USTelecom's Industry Traceback Group.
- Twilio co-chairs the Robocalling and Communication ID Spoofing group for the Alliance for Telecommunications Industry Solutions (ATIS).
- Twilio is a member of the Messaging, Malware and Mobile Anti-Abuse Working Group (M3AAWG).
- Twilio participates in the North American Numbering Council (NANC), advising the FCC on numbering issues.

Compliance Requirements

- If you are considered a voice service provider by the FCC, you must register with the FCC's Robocall Mitigation Database. Twilio will block calls to/from US numbers if you are not registered.

Technology Solutions

- Twilio offers tools and add-ons (such as Nomorobo Spam Score and Marchex Clean Call) to help customers detect and block spam and robocalls.
- Twilio is piloting branded calling solutions to help consumers identify legitimate callers and understand the context of calls.

Goal:

Twilio's Robocall Mitigation Program aims to restore trust in phone communications, ensure wanted calls get through, and stop illegal robocalls through a multi-faceted approach combining technology, policy, and industry collaboration.