



Robocall Mitigation Plan

Maid Central, LLC d/b/a MaidCentral ("MaidCentral") is a U.S.-based SaaS provider serving residential cleaning businesses. Its platform includes a single automated voice feature: cleaning appointment reminder calls placed on behalf of customers to their own end customers. MaidCentral does not operate telecommunications facilities, does not hold direct access to numbering resources, does not assign or control telephone numbers, and does not originate calls directly onto the PSTN. MaidCentral is a non-facilities-based voice service provider. All outbound calls are handed off to MaidCentral's underlying voice service provider(s), downstream of MaidCentral in the call path, which apply STIR/SHAKEN signing using their own certificates and attestation policies before delivering the call to the PSTN. MaidCentral is a U.S. entity and is not a foreign voice service provider. MaidCentral files in the Robocall Mitigation Database as an originating voice service provider and is not a gateway or non-gateway intermediate provider.

MaidCentral maintains the following Robocall Mitigation Program.

1. Risk Assessment

MaidCentral serves only approved residential cleaning businesses. The voice feature can originate a call only from a scheduled appointment record within the platform; it provides no dialer, list upload, campaign builder, or customer-supplied audio. Telemarketing, sales solicitation, lead generation, political or survey calling, and unrelated prerecorded messaging are not supported. MaidCentral has no indication of illegal robocall activity on its platform. Based on customer type, the single permitted use case, and the controls below, MaidCentral assesses its risk of originating illegal robocalls as low.

2. Customer Due Diligence

MaidCentral offers no anonymous, self-service, or trial access. Before an account is provisioned, MaidCentral:

- executes a written License Agreement requiring compliance with applicable law, including the Telephone Consumer Protection Act.
- conducts manual onboarding rather than automated provisioning.
- reviews the customer's legal business name, publicly listed business address, and company website.

MaidCentral reviews customer information on an ongoing basis, including at renewal, when services are added, and upon any indication of prohibited use. MaidCentral may restrict, suspend, or terminate access for violation of its contractual requirements.

3. Prevention and Mitigation of Illegal Robocall Origination

- Origination gating — a call can be placed only against a scheduled appointment record, and message content is generated by the platform.
- Call detail logging — originating account, destination number, timestamp, and associated appointment record.

- Monitoring of calling volume and patterns for anomalies and abuse signals.
- Investigation of any report or indicator of suspicious calling activity.

On a credible complaint, traceback request, notification from an underlying provider, government inquiry, or internal alert, MaidCentral reviews the account, contacts the customer, restricts or disables calling access where the information indicates ongoing or likely unlawful use, coordinates with its underlying provider(s), requires documented corrective action as a condition of restoring access, and suspends or terminates the account where necessary. MaidCentral takes affirmative, effective measures to stop identified illegal calling activity and prevent its recurrence, and documents the action taken.

Upstream and underlying providers. MaidCentral originates traffic from its own platform and does not accept or carry call traffic from other voice service providers; it therefore has no upstream providers, and the customer due diligence described in Section 2 is the control applied at that position in the call path. MaidCentral hands off all outbound calls to its underlying voice service provider(s). MaidCentral has identified those provider(s), has confirmed their current registration in the Robocall Mitigation Database, has reviewed their filed robocall mitigation plans, and reviews the status of those registrations periodically. MaidCentral cooperates with them in investigating and responding to suspected unlawful traffic associated with its service.

Call analytics. MaidCentral operates no network-level call analytics infrastructure and neither operates nor contracts with any third-party call analytics vendor. Within its own platform, MaidCentral monitors calling volume and patterns for anomalies and abuse signals and investigates indications of misuse, as described above. Network-level analytics, traffic monitoring, and blocking applied to calls originated through MaidCentral's service are performed by its underlying voice service provider(s) in accordance with their own Robocall Mitigation Database filings.

4. Response to Traceback Requests

MaidCentral responds fully to all traceback requests from the Commission, law enforcement, and the industry traceback consortium within 24 hours of receipt, as required by 47 C.F.R. § 64.6305, and cooperates in identifying and stopping illegal traffic associated with its service. MaidCentral has designated points of contact responsible for traceback response and for coordinating with its underlying voice service provider(s).

5. STIR/SHAKEN Status

MaidCentral does not originate calls on its own network and operates no authentication infrastructure — no switches, session border controllers, or gateways — and is not the assignee of the telephone numbers used. Calls are delivered unsigned to MaidCentral's underlying voice service provider(s), which perform STIR/SHAKEN authentication within their own internet protocol networks and determine the attestation level applied. MaidCentral will reassess this status if its role in the call path, its access to numbering resources, or the applicable rules change.