

Robocall Mitigation Program Description

Filer BEK SERVICE LTD (England & Wales company no. 12590587)
FRN 0038957346
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1. Nature of the business and role in the call chain

BEK SERVICE LTD is a United Kingdom software company. It operates **Ordiamo**, an AI voice assistant that answers telephone calls on behalf of small food businesses (restaurants and takeaways) and takes customers' orders. Where needed, Ordiamo places a limited number of outbound calls on behalf of those businesses — for example, calling a customer back about an order they placed.

BEK SERVICE LTD is a foreign voice service provider. It does not own or operate telephone network facilities in the United States, holds no U.S. telephone numbering resources, and does not sell voice service, wholesale termination or call transit to any third party. Its calls are originated over SIP and handed to a licensed upstream carrier for termination. BEK SERVICE LTD does not accept traffic from other providers and does not act as a gateway or intermediate provider.

BEK SERVICE LTD has not implemented STIR/SHAKEN caller-ID authentication because it has no access to U.S. numbering resources or to a STI-PA-issued SPC token. It relies on its upstream carrier to apply the appropriate attestation to calls it hands off.

2. Traffic profile

- All calls are placed by the Ordiamo application on behalf of a specific business customer that has been verified by BEK SERVICE LTD before the service is enabled.
- Outbound calls are made only to people who have an existing relationship with that business (e.g. a customer who placed an order) or who have given prior consent to be contacted.
- The application does not perform bulk dialling, random or sequential number generation, or auto-dialled telemarketing to consumers without consent.
- Expected volume is low: a handful of calls per business per day, with short durations.

3. Reasonable steps to avoid originating illegal robocalls

3.1 Know-your-customer

- Every business customer is identified before activation: legal name, trading address, company registration where applicable, and a named responsible contact.
- Customers must accept terms that prohibit illegal, fraudulent, abusive or unsolicited calling, and caller-ID spoofing. Breach results in immediate suspension.

3.2 Caller ID

- Calls present only telephone numbers that are assigned to BEK SERVICE LTD or to the business customer on whose behalf the call is made, and which the customer has proven it is authorised to use. Presentation of any other number is technically blocked.
- Withheld, invalid or unallocated caller-ID values are not permitted.

3.3 Technical controls

- Outbound calling is generated only by the Ordiamo application; there is no customer-facing SIP trunk, and customers cannot inject their own traffic.
- Per-customer rate limits and daily caps on outbound calls; calling-time windows are enforced.
- Consent, do-not-call and suppression lists are checked before every outbound marketing call; opt-out requests are honoured immediately and permanently.
- All calls are logged (time, from, to, duration, customer account) and retained for at least 12 months.

3.4 Monitoring and response

- Call records are monitored for unusual patterns: spikes in volume, very short average call duration, low answer rates, high numbers of unique destinations, or complaints.
- When suspicious traffic is detected, the customer's outbound calling is suspended while it is investigated. Customers found to originate illegal calls are terminated.
- Complaints and upstream-carrier notifications are acted on within one business day.

4. Traceback and cooperation

BEK SERVICE LTD commits to respond fully and within 24 hours to all traceback requests from the Commission, law enforcement, and the industry traceback consortium (the Industry Traceback Group), and to cooperate with such entities in investigating and stopping any illegal robocallers that use its service to originate calls. Traceback requests can be sent to bekphone@bekservice.uk or +44 7926 694347.

5. Responsible officer

Amirhossein Hajiha, Director, is responsible for this program and for keeping this filing up to date. Any material change will be reflected in the Robocall Mitigation Database within 10 business days.