

# **“Know Your Customer” and the global fight against unwanted robocalls**

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# **Today's “Know Your Customer”**

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- **FCC rules**
  - **Ensure upstream carriers are in Robocall Mitigation Database**
  - **Certify to having a “Robocall Mitigation Program”**
  - **Terminate immediately-interconnected providers that the FCC identifies as bad actors**
- **Verizon's KYC**
  - **Dedicated team – dozens of wholesale customer relationships terminated**
  - **Honeypot, data analytics (“Robo-Score”), TNS score**
- **Industry KYC challenges**
  - **Wackamole – no visibility beyond immediate upstream**
  - **No consistency – no industry best practices**
  - **Can require significant dedication of resources**

# But the fight isn't over...



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# What Now?

## Effective:

- **International KYC programs so industry can readily assess upstream providers' reputations**

## Global:

- **Recognize reality that robocalls are a global problem requiring a global solution**

## Scalable:

- **Overcome collectivity and accountability challenges by leveraging objective data and other risk resources relevant to robocalls and fraud**

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# **GLTTR** - *GLobal Telecommunications Trust Registry*

- **Industry- Driven**
- **Means to create international chain of trust from end to end**
- **Accountability via objective, data-driven metrics**
- **Stave off country-by-country patchwork of regulation**
- **Simple to register and use database to vet upstream/downstream**
- **Shut down bad actors by leveraging trusted business relationships**
- **Flexibility to evolve both metrics and approach as threats evolve**

# Managed Service – For All Providers – Tiered Subscription Model

## Provider

Country of Origin  
Associated Individuals  
Address & Contact Information



Risk Data  
API #1

Risk Data  
API #1

Risk Data  
API #1

Risk Data  
API #1

## Risk & Compliance Data Inputs

- Industry Traceback Insights Scores
- Registration Status
- Background checks on associated individuals & entities
- Regulatory databases
- Legal and Financial risk databases
- Cross-reference entries to get at “whack-a-mole” problem





# Global Telecom Trust Registry

## GSMA Foundry Project

GSMA Foundry Project to establish the Global Telecom Trust Registry (GLTTR) to counter fraud and combat illegal robocalling internationally.

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# Identifying Illegal and Fraudulent Traffic

## Global Challenge, Fragmented Response

**Canada:** STIR/SHAKEN mandate

**US:** STIR/SHAKEN mandate

Block +1/NANP calls that originate outside the US (if upstream provider not listed in FCC's Robocall Mitigation Database).

**Brazil:** Block numbers not assigned by regulator as well as companies that make more than 100,000 short calls a day.

**France:** STIR/SHAKEN to be implemented by operators for calls in France by July 25th, 2023.

**Germany:** Remove CLI if not trusted, but not block

**Saudi Arabia & Oman:** Roaming status cross-checked to ensure legitimacy

Regulatory efforts to verify Call Line Identity (CLI) internationally are increasingly fragmented

**Australia:** Block +61 numbers originating abroad, unless roaming can be validated.



# Global Telecom Trust Registry (GLTTR)

## GSMA Foundry Project

Via the GSMA Foundry, international operators are coming together to support a global database of the voice provider ecosystem (MNOs, VoIP Intermediate Providers, etc.) to counter illegal robocalls internationally and help ensure legitimate traffic is unimpeded.

### Global, Industry-Driven Solution

- International “Know Your Customer” - extending ‘Chain of Trust’ globally
- Demonstrates industry commitment to consumers and regulators
- Does not rely on adopted technologies (such as STIR/SHAKEN) and would help bridge the gap between patchwork regulatory regimes
- Future API Integration can add 3<sup>rd</sup> Party Risk Data information to help vet partners and inform business decisions



# Want to get involved?

Robocalling is an international problem and requires an internationally coordinated response! Please consider joining the GSMA Foundry project to help determine the future of the Global Telecom Trust Registry.

- Phase 1 participants will help determine the project's scope and data collection considerations that will inform the development of a POC.
- As a GSMA Foundry project, participants will share limited, agreed-upon expenses to develop PoC.

**Read more and register your interest at [GSMA.com/GLTTR](https://GSMA.com/GLTTR)**

