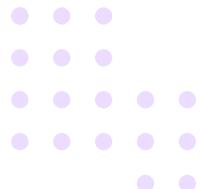




Transparency in Caller Reputation

Without Compromising Security

SIPNOC 2025



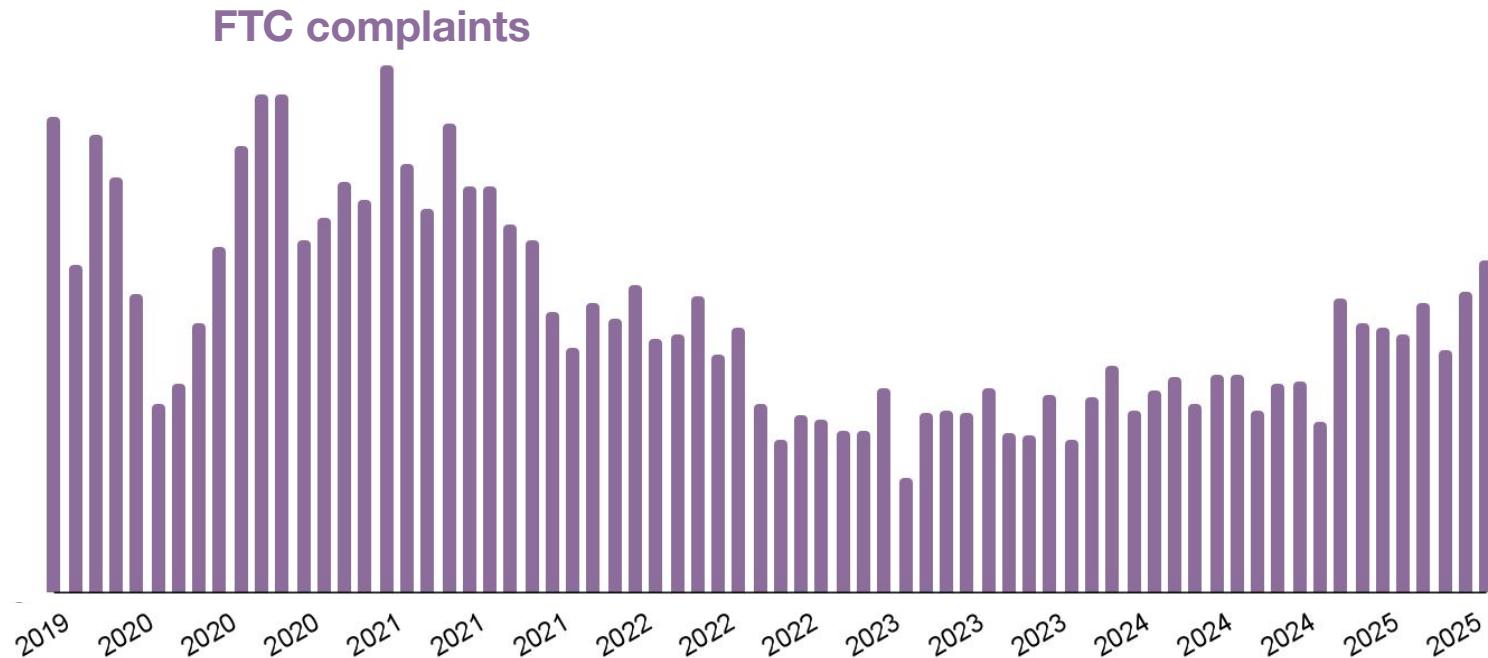
Hiya is securing the voice call with trust, identity and intelligence.

Businesses and consumers trust Hiya to provide secure and engaging connections globally.

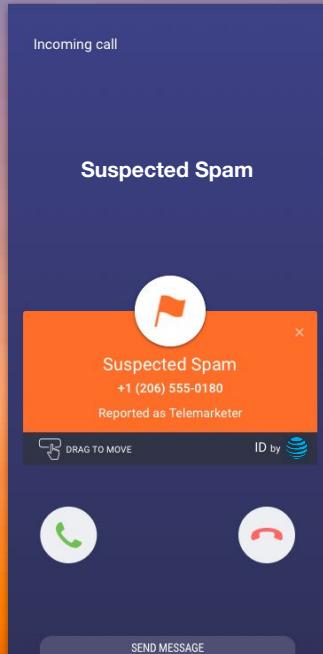
28 billion calls/month
500 million users



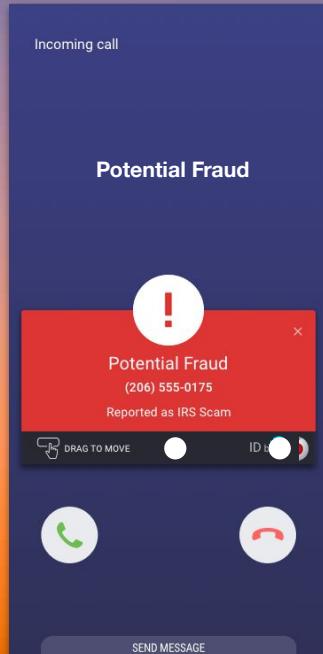
The consumer spam + scam problem remains



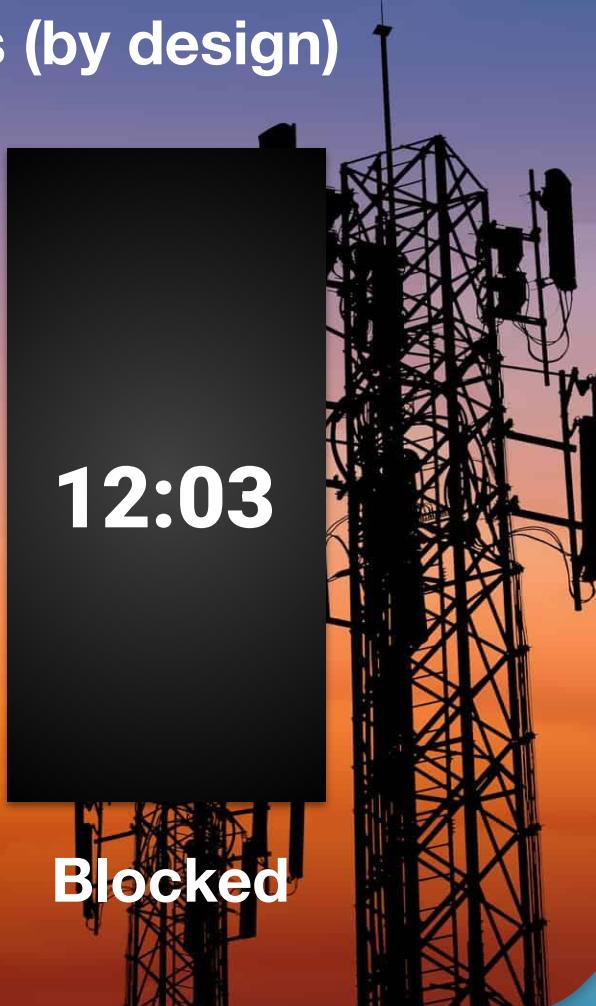
Consumer protection hinders callers (by design)



Spam labels

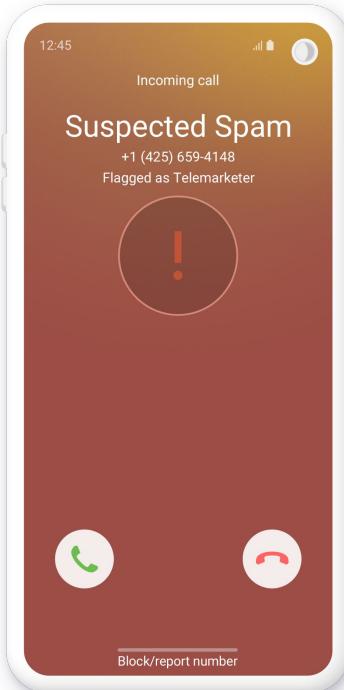


Fraud labels



Blocked

Making spam status visible brings benefits – and risks



Improve call practices

Less spam

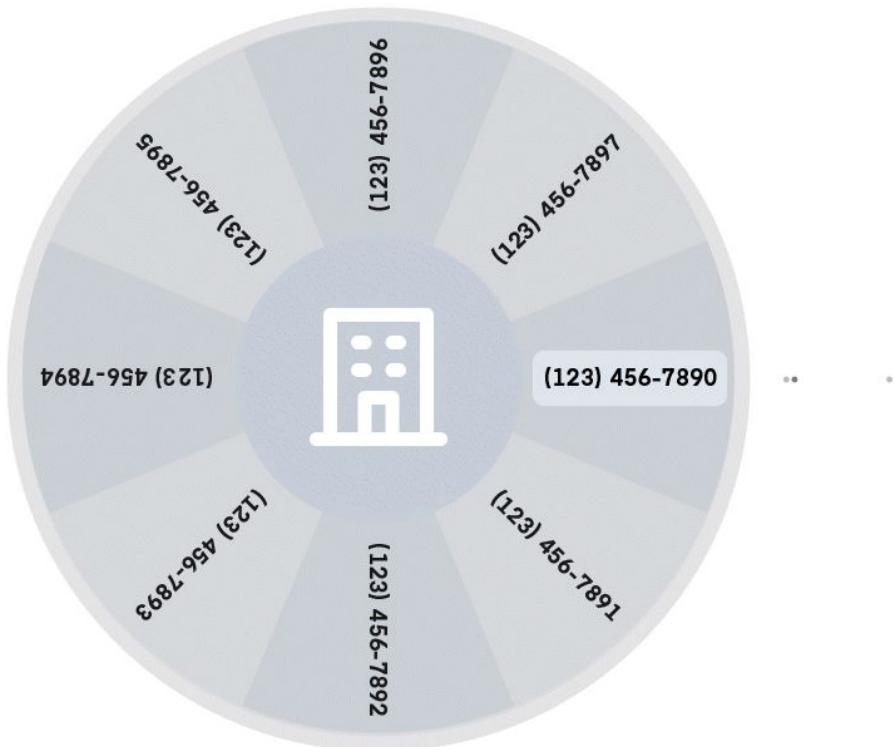
Raise a dispute

More accurate

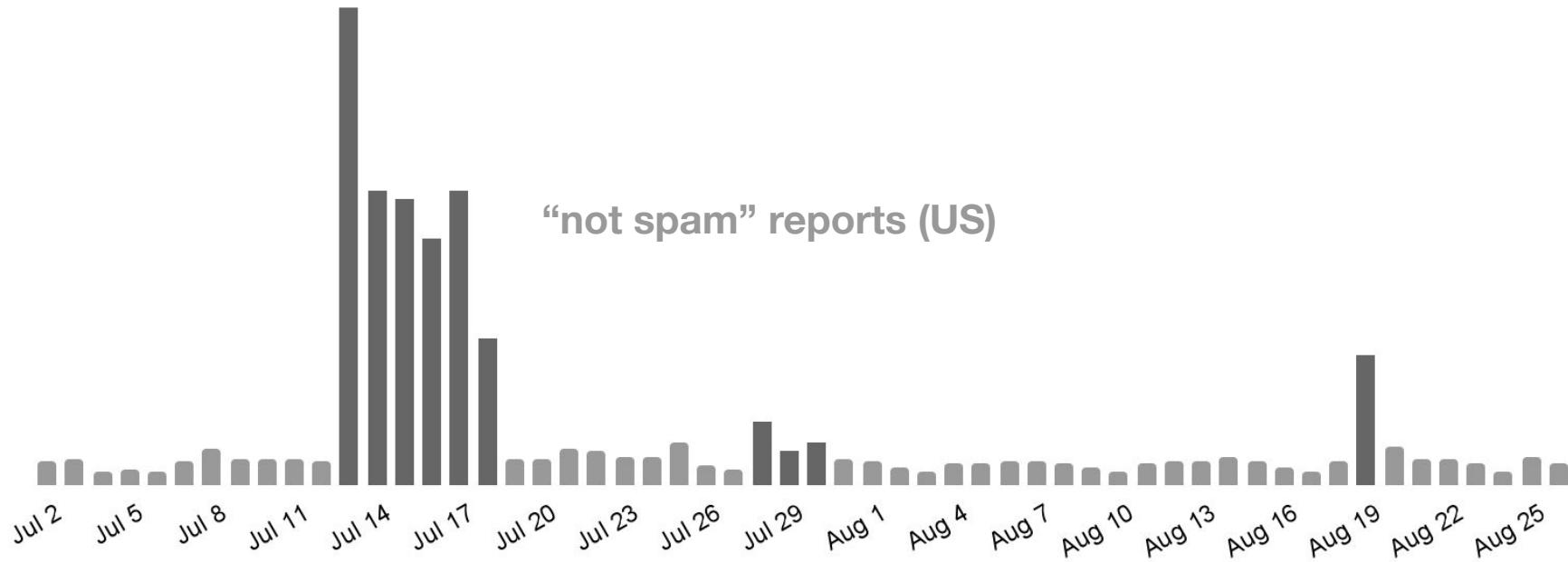
Evade spam labeling

More spam

Workarounds erode trust (and subscribers pay the price)



Actors are hacking their reputation, not confronting it



Registration knows the business, not the number





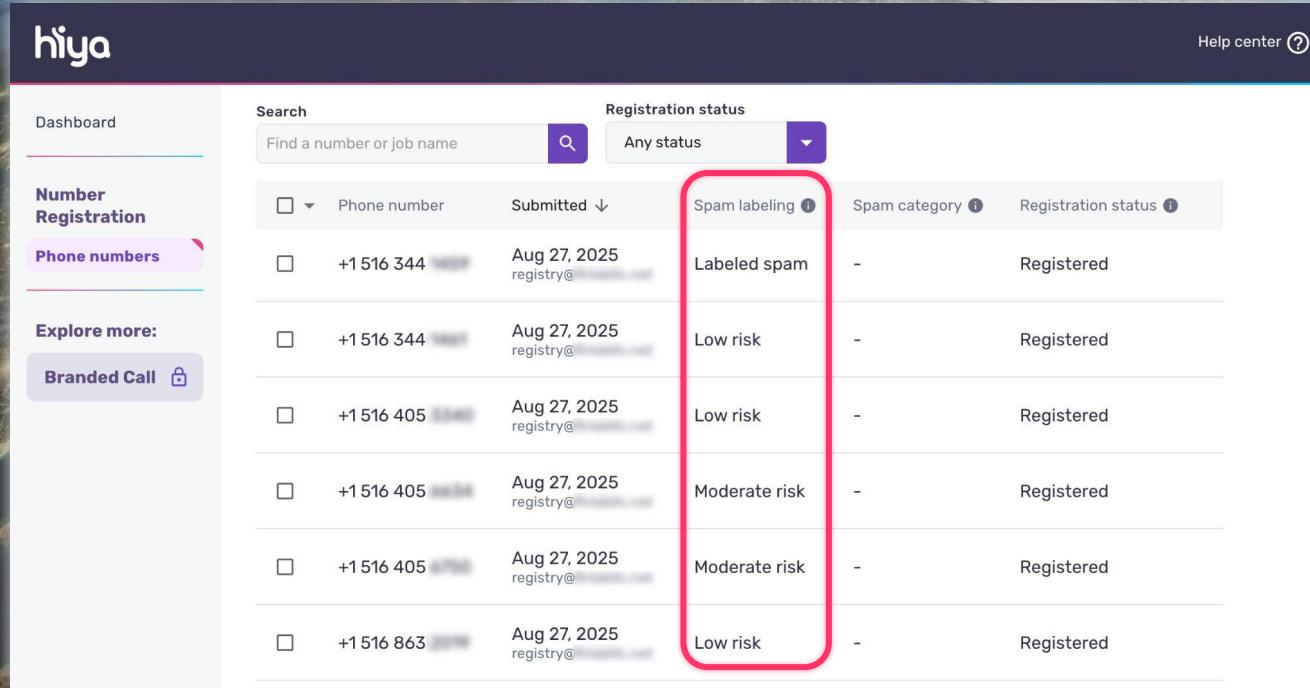
Problem:
**Businesses are handicapped
by the actions of bad actors**



Solution:
**Businesses join the fight,
standing on their own reputation**

For the first time...

Enterprises can see spam status (for free)



The screenshot shows the Hiya dashboard interface. On the left, there's a sidebar with 'Dashboard' and 'Number Registration' sections, and buttons for 'Phone numbers' (which is highlighted in pink), 'Explore more:', and 'Branded Call'. The main area is a table search results with columns for 'Phone number', 'Submitted', 'Spam labeling', 'Spam category', and 'Registration status'. A red box highlights the 'Spam labeling' column, which lists 'Labeled spam', 'Low risk', 'Low risk', 'Moderate risk', 'Moderate risk', and 'Low risk' for the numbers +1 516 344, +1 516 405, +1 516 405, +1 516 863, +1 516 344, and +1 516 863 respectively. All numbers are marked as 'Submitted' on Aug 27, 2025, from 'registry@'.

Phone number	Submitted	Spam labeling	Spam category	Registration status
+1 516 344	Aug 27, 2025 registry@	Labeled spam	-	Registered
+1 516 344	Aug 27, 2025 registry@	Low risk	-	Registered
+1 516 405	Aug 27, 2025 registry@	Low risk	-	Registered
+1 516 405	Aug 27, 2025 registry@	Moderate risk	-	Registered
+1 516 405	Aug 27, 2025 registry@	Moderate risk	-	Registered
+1 516 863	Aug 27, 2025 registry@	Low risk	-	Registered

Free reputation report card unveils the spam science

Maturity

Do you use established numbers, without rotating?

Current grade



Connection

Do recipients choose to answer your calls?

Current grade



Engagement

Are recipients staying on the line after answering your calls?

Current grade



Sentiment

Do recipients rarely complain about or block your calls?

Current grade



Your Reputation Report Card

Reputation powers richer business services



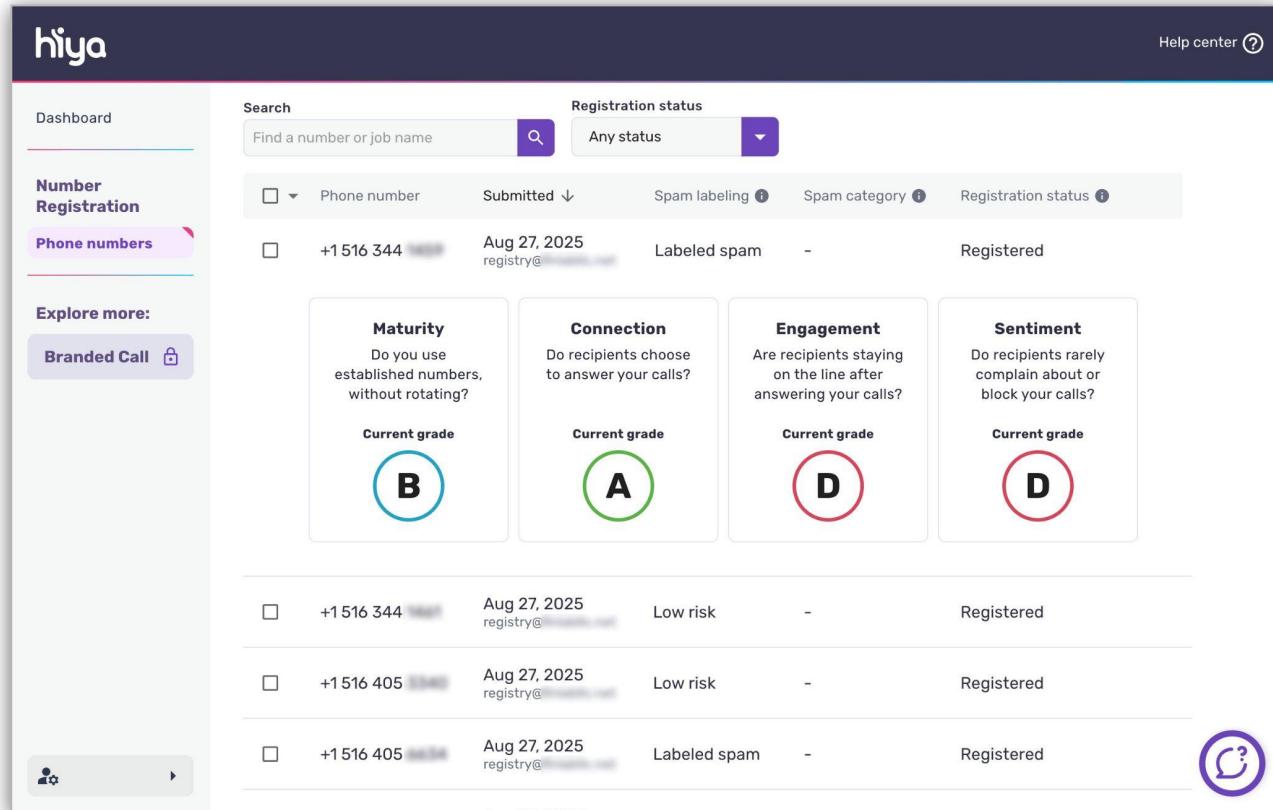
Spam reduces value
for subscribers

Labels reduce value
for enterprises

Evasion is not an
inevitability

Enterprises can be
part of the solution

Transparency restores value in voice



The screenshot shows the Hiya platform interface. The top navigation bar includes the Hiya logo and a 'Help center' link. The main dashboard features a search bar, a 'Registration status' dropdown set to 'Any status', and a table of registered phone numbers. The table includes columns for 'Phone number', 'Submitted', 'Spam labeling', 'Spam category', and 'Registration status'. One entry is shown: '+1 516 344' was submitted on Aug 27, 2025, labeled as 'Spam' with a 'Labeled spam' status and 'Registered' registration. Below the table, four cards provide transparency metrics: 'Maturity' (B), 'Connection' (A), 'Engagement' (D), and 'Sentiment' (D). The bottom section shows a list of additional registered numbers: '+1 516 344' (Low risk, Registered), '+1 516 405' (Low risk, Registered), and '+1 516 405' (Labeled spam, Registered). A purple 'Feedback' icon is in the bottom right corner.

Phone number	Submitted	Spam labeling	Spam category	Registration status
+1 516 344	Aug 27, 2025	Labeled spam	-	Registered

Maturity	Do you use established numbers, without rotating?	Current grade
B		

Connection	Do recipients choose to answer your calls?	Current grade
A		

Engagement	Are recipients staying on the line after answering your calls?	Current grade
D		

Sentiment	Do recipients rarely complain about or block your calls?	Current grade
D		

Phone number	Submitted	Risk	Spam category	Registration status
+1 516 344	Aug 27, 2025	Low risk	-	Registered
+1 516 405	Aug 27, 2025	Low risk	-	Registered
+1 516 405	Aug 27, 2025	Labeled spam	-	Registered