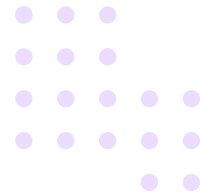




Transparency in Caller Reputation

Without Compromising Security

SIPNOC 2025



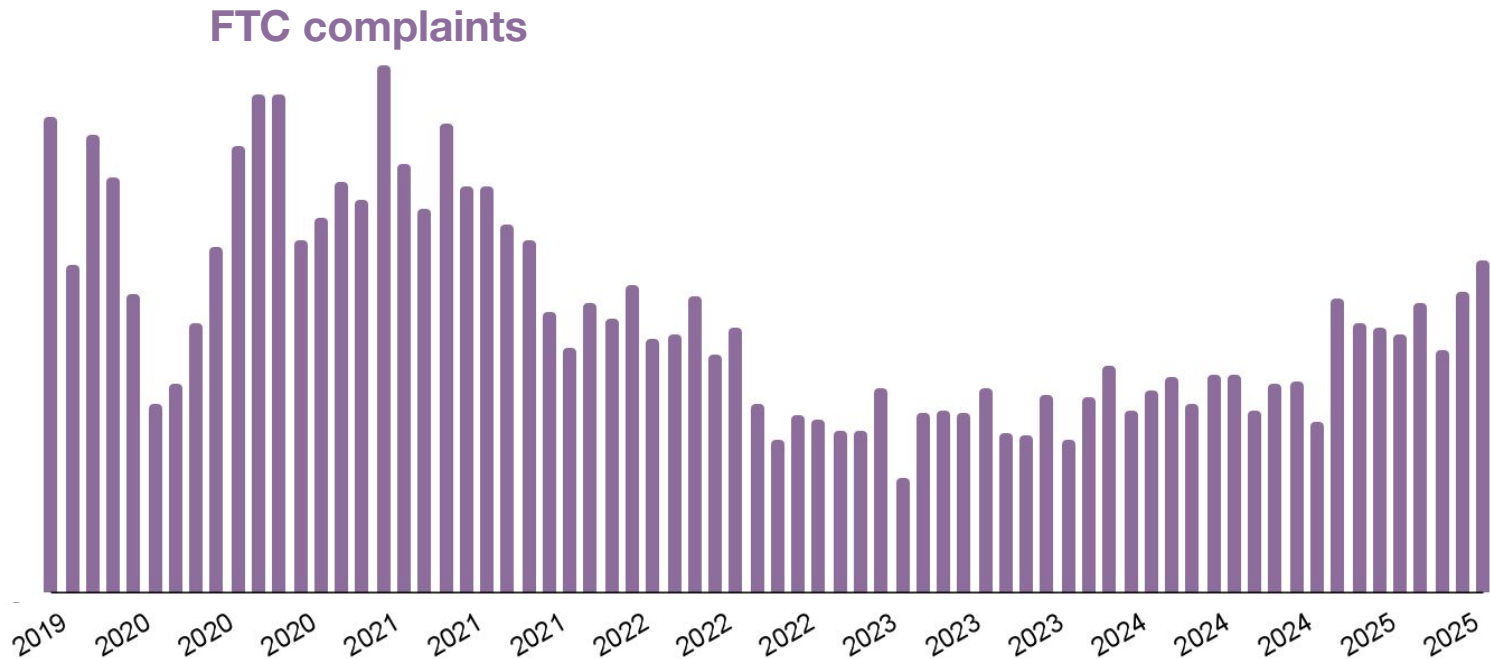
Hiya is securing the voice call with trust, identity and intelligence.

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

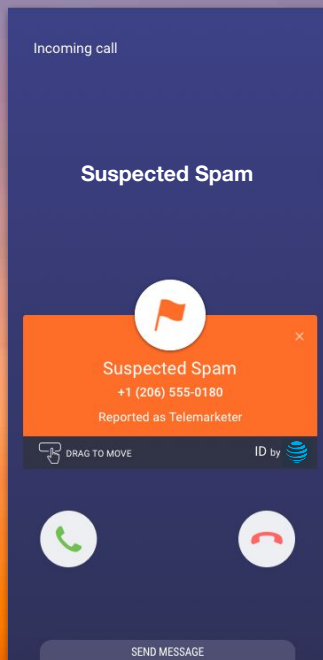
28 billion calls/month
500 million users



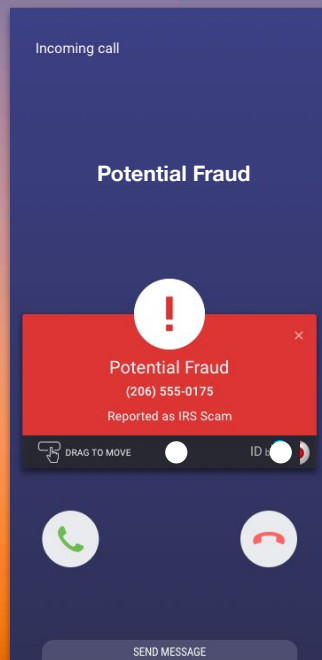
The consumer spam + scam problem remains



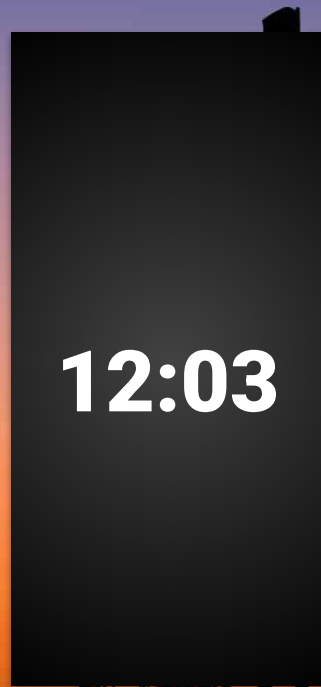
Consumer protection hinders callers (by design)



Spam labels

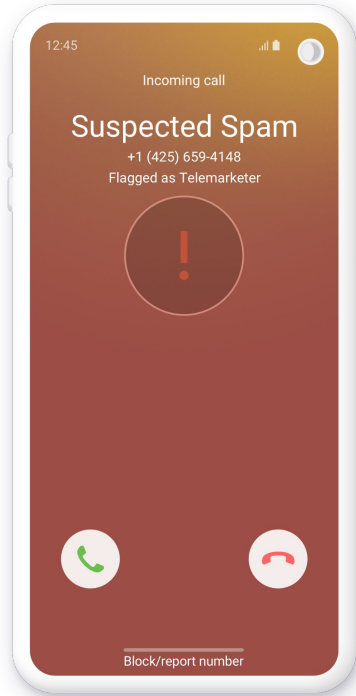


Fraud labels



Blocked

Making spam status visible brings benefits — and risks



Improve call practices



Less spam



Raise a dispute



More accurate

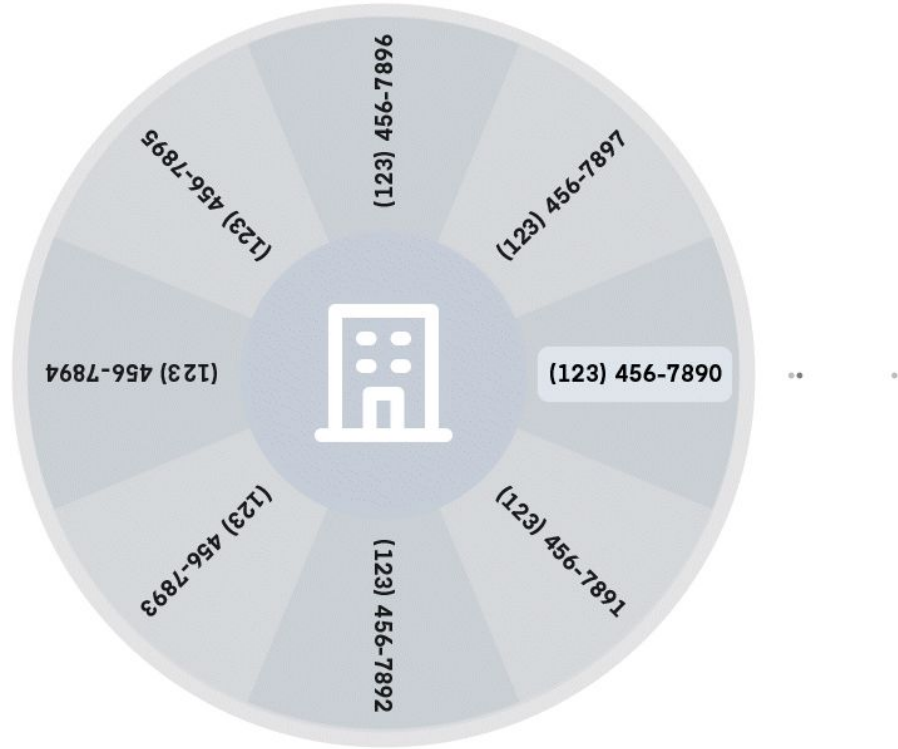


Evade spam labeling

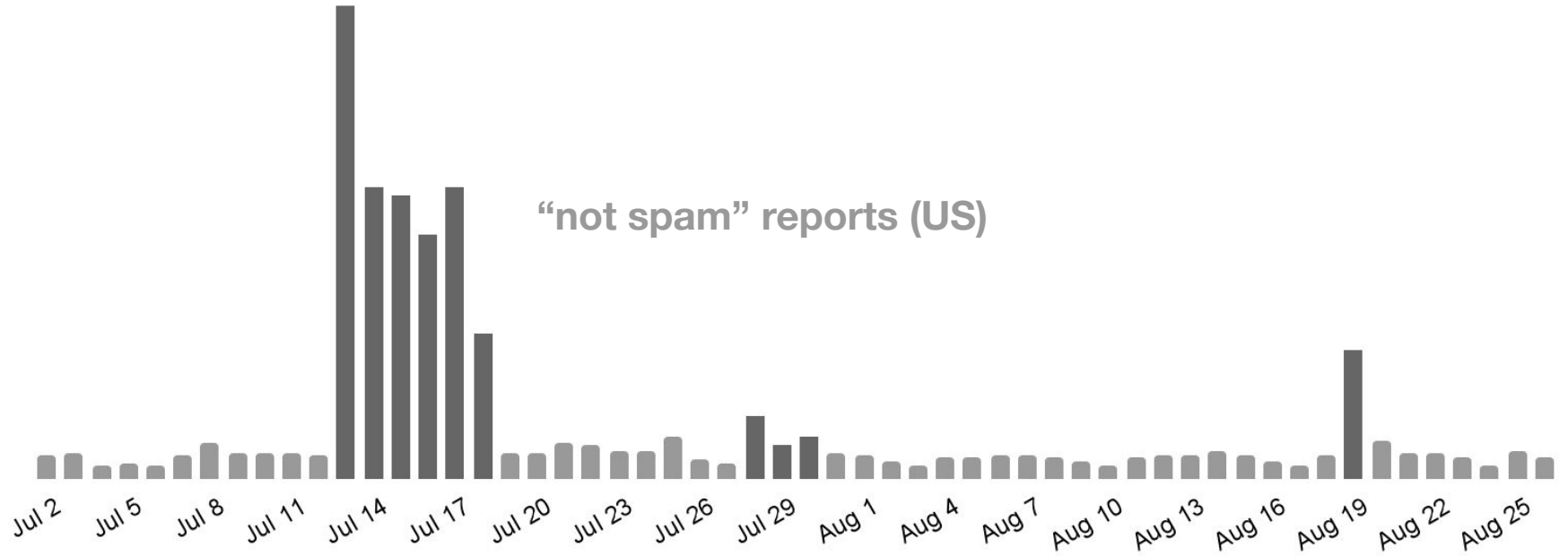


More spam

Workarounds erode trust (and subscribers pay the price)

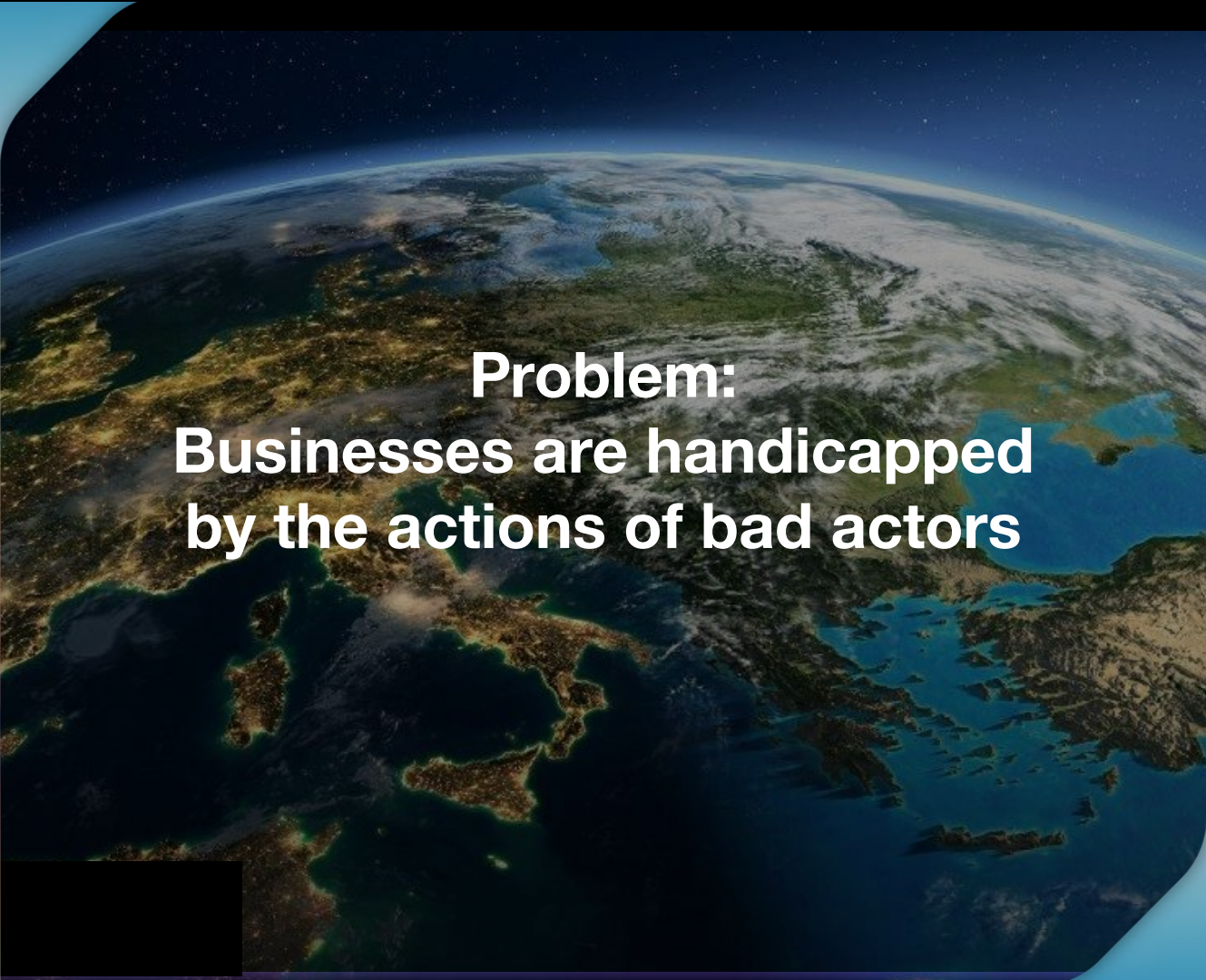


Actors are hacking their reputation, not confronting it



Registration knows the business, not the number





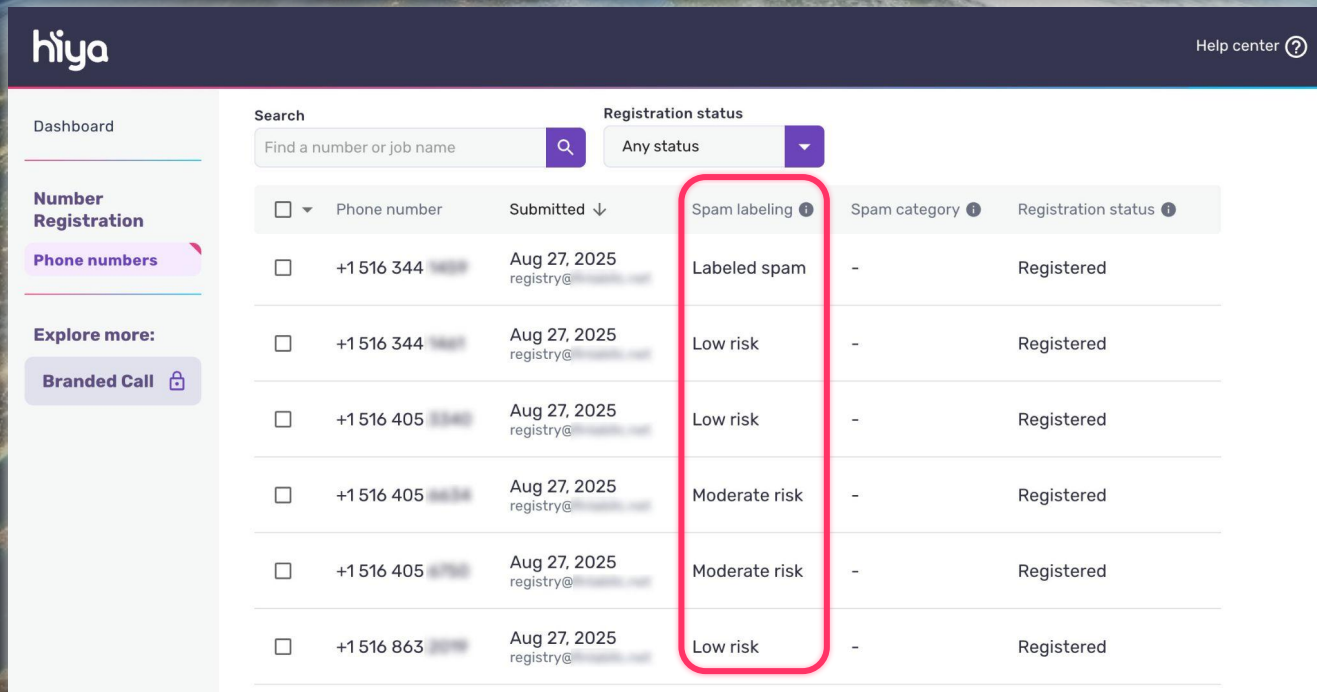
Problem:
Businesses are handicapped
by the actions of bad actors



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

For the first time...

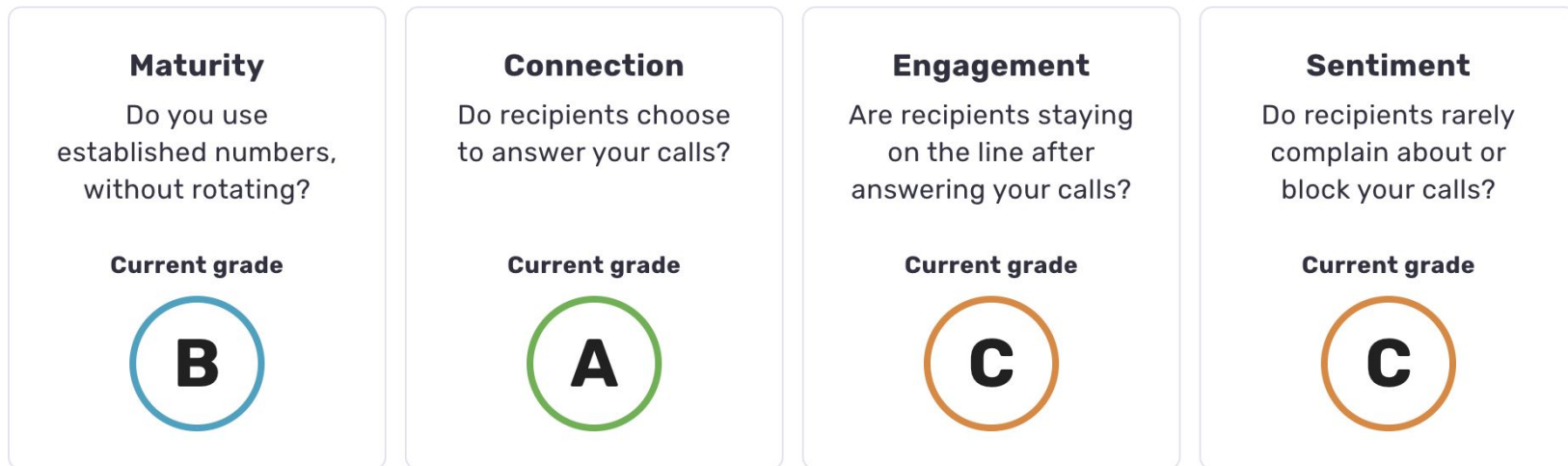
Enterprises can see spam status (for free)



The screenshot displays the Hiya dashboard interface. On the left, there is a sidebar with navigation options: 'Dashboard', 'Number Registration' (with a sub-link 'Phone numbers'), and 'Explore more:' (with a sub-link 'Branded Call'). The main content area features a search bar and a filter for 'Registration status' set to 'Any status'. Below this is a table listing phone numbers and their associated spam status. The 'Spam labeling' column is highlighted with a red box.

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

Free reputation report card unveils the spam science



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 displays the hiya dashboard interface. On the left is a sidebar with navigation options: Dashboard, Number Registration, Phone numbers, and Branded Call. The main content area features a search bar and a table of phone numbers. The table columns include checkboxes, phone numbers, dates, spam labeling, spam categories, and registration status. Below the table, four cards provide detailed metrics for each number: Maturity, Connection, Engagement, and Sentiment, each with a current grade (B, A, D, D respectively). A bottom table summarizes the risk levels (Low risk or Labeled spam) for the same numbers.

Phone number	Submitted	Spam labeling	Spam category	Registration status
<input type="checkbox"/> +1 516 344 [redacted]	Aug 27, 2025 registry@ [redacted]	Labeled spam	-	Registered

Maturity	Connection	Engagement	Sentiment
Do you use established numbers, without rotating?	Do recipients choose to answer your calls?	Are recipients staying on the line after answering your calls?	Do recipients rarely complain about or block your calls?
Current grade: B	Current grade: A	Current grade: D	Current grade: D

<input type="checkbox"/> +1 516 344 [redacted]	Aug 27, 2025 registry@ [redacted]	Low risk	-	Registered
<input type="checkbox"/> +1 516 405 [redacted]	Aug 27, 2025 registry@ [redacted]	Low risk	-	Registered
<input type="checkbox"/> +1 516 405 [redacted]	Aug 27, 2025 registry@ [redacted]	Labeled spam	-	Registered