

# Proactively Improve TCPA Compliance

Verify that the mobile number on file still belongs to the right consumer

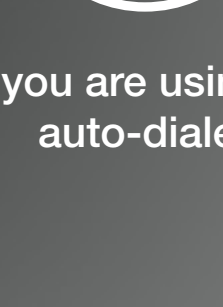
## ARE YOU AT RISK FOR VIOLATING TCPA?



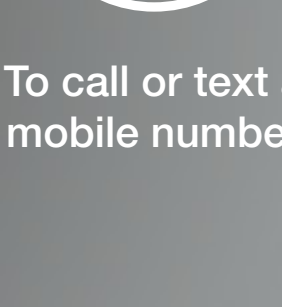
TCPA REGULATIONS

The Recent Federal Communications Commission rulings to strengthen the Telephone Consumer Protection Act (TCPA) are intended to close loopholes and better protect consumers from unwanted calls and texts to wireless phones.

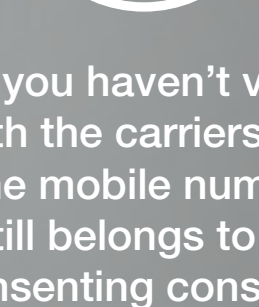
### BOTTOM LINE



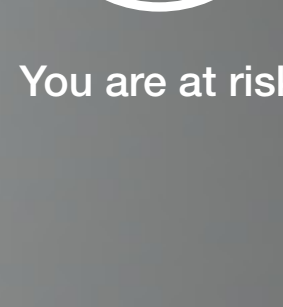
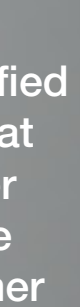
If you are using an auto-dialer



To call or text a mobile number



And you haven't verified with the carriers that the mobile number still belongs to the consenting consumer

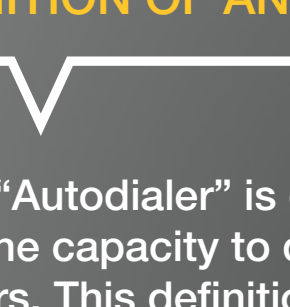


You are at risk

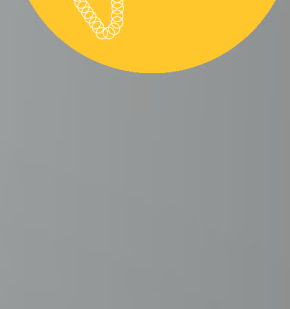
## KEY POINTS OF RECENT FCC RULINGS<sup>1</sup>

### REASSIGNED NUMBERS ARE NOT LOOPHOLES

If a phone number has been reassigned, companies must stop calling the number after one call.



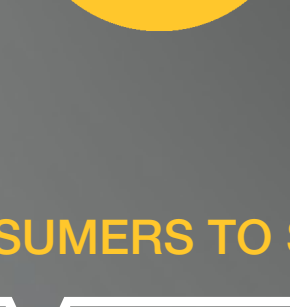
### MORE SPECIFIC DEFINITION OF AN AUTODIALER



Under the TCPA, an "Autodialer" is defined as any technology with the capacity to dial random or sequential numbers. This definition ensures that robocallers cannot skirt consumer consent requirements through changes in calling technology design or by calling from a list of numbers.

### THIRD-PARTY CONSENT

A consumer whose name is in the contacts list of an acquaintance's phone does not consent to receive robocalls from third-party applications downloaded by the acquaintance.



### EMPOWERING CONSUMERS TO SAY 'STOP'



Consumers have the right to revoke their consent to receive robocalls and robotexts in any reasonable way at any time.

## WHY IS TCPA COMPLIANCE DIFFICULT?

OVER 37 MILLION PHONE NUMBERS ARE RECYCLED PER YEAR<sup>2</sup>



41% OF AMERICAN HOMES (55% AGES 18-29) ARE "WIRELESS-ONLY"<sup>3</sup>



LANDLINES CAN BE PORTED TO MOBILE NUMBERS

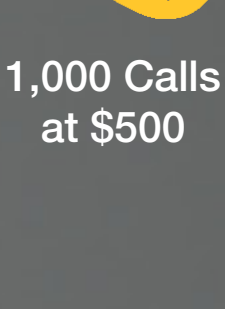


VOIP NUMBERS CAN BE PORTED TO LANDLINES AND MOBILE

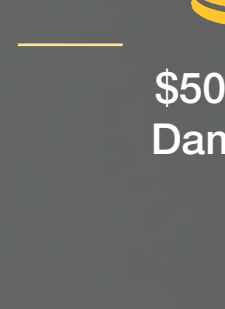


## FINES & PENALTIES

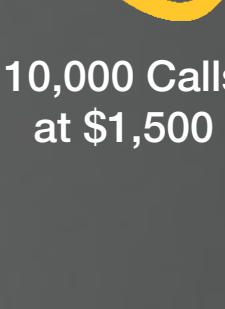
### EXAMPLE FINES



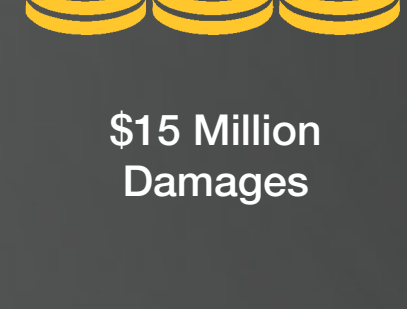
1,000 Calls at \$500



\$500,000 Damages



10,000 Calls at \$1,500



\$15 Million Damages

DAMAGES RANGE FROM \$500 TO \$1,500 PER DAY — PER VIOLATION

### RECENT SETTLEMENTS<sup>4</sup>

Top 5 Financial Institution

Leading Pharmacy



\$11 Million

Leading Pizza Chain



\$16.5 Million

Top 10 Insurance Provider



\$23 Million

Top 5 Financial Institution



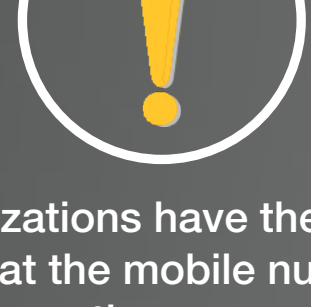
\$73 Million

DAMAGES OF >\$10 MILLION TO \$73 MILLION — PER COMPANY INVOLVED

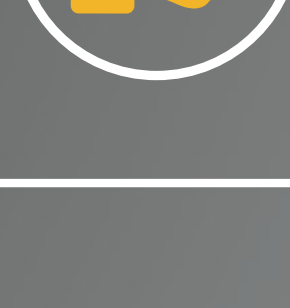
## THE SOLUTION

### MOBILE NUMBER VERIFICATION SERVICE FROM EARLY WARNING<sup>®</sup>

The ability to verify the accuracy of consumer mobile phone numbers in real-time has become essential in order to reduce the risk of violating TCPA rules and regulations.



The key to ensuring that organizations have the proper consent to call or text a mobile number is validating that the mobile number on file still belongs to the consenting consumer.



### THE IMPORTANCE OF MOBILE NETWORK OPERATOR DATA



Data is provisioned from authorized data sources – the Mobile Network Operators – providing an accurate, deterministic "match / no-match" response



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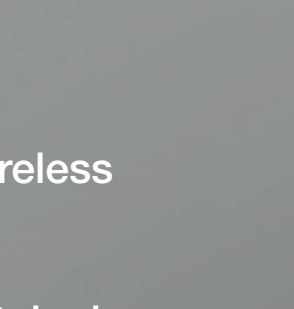


With Early Warning, instantly know the type of number - Landline vs. Mobile vs. VOIP – Drive operational value by efficiently and accurately filtering wireless phone numbers that don't have prior consent out of an autodialer

### DETERMINING ACTIVE/INACTIVE NUMBER STATUS

EARLY WARNING CAN INSTANTLY DETERMINE IF A MOBILE NUMBER IS ACTIVE, INACTIVE OR SUSPENDED TO ENABLE YOUR ORGANIZATION TO:

- Prioritize phone numbers with a number match status
- Filter out inactive phone numbers
- Increase dialer efficiency and response rates



### MOBILE NUMBER VERIFICATION SERVICE:



Provides access to over 720 million phone numbers in the U.S.



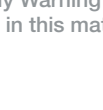
Delivers over 94% wireless coverage, reaching over 297 million wireless customers.



Receives Network Status updates in real-time with a data feed of telephone number port events every 2 minutes.



Tracks change events throughout a consumer's telecom transactional life cycle, while other solutions only compare caller-ID or port records.



Requires only a phone number. Other services require contribution of phone numbers, names and addresses.



Mobile Number Verification Service correctly identified over 99 percent of mobile changes.

LEARN MORE AT

[EARLYWARNING.COM/MOBILE-NUMBER-VERIFICATION.HTML](http://EARLYWARNING.COM/MOBILE-NUMBER-VERIFICATION.HTML)

OR

contact an Early Warning<sup>®</sup> Account Manager at [webinquiry@earlywarning.com](mailto:webinquiry@earlywarning.com) or call (855) 589-7541