

ROBOCALLING AND RELATIONSHIP TO SPOOFING

Caller ID is a marketing name for a Calling Number and/or Calling Number plus Name service offering. Specifically, it is a feature that permits the recipient of an incoming call to determine, even before answering, the number from which the incoming call is being placed.

Robocalls are prerecorded telemarketing calls to landline home telephones, and all autodialed or prerecorded calls or autodialed text messages to wireless phones. Robocalls can be legitimate or they can be illegitimate (illegal).

Spoofing involves altering the Caller ID information to mask the true origin of a call. Spoofing can also be legitimate or illegitimate (illegal).

Woman defrauded over \$35,000 by callers pretending to be bank officials



Credit Card Phone Scam Warning Issued by State Police



Fraud Alert: Watch Out For These Tax-Season Scams

Police warning over scam callers who ask 'Can you hear me?'

Phone Scams Continue to be a Serious Threat, Remain on IRS "Dirty Dozen" List of Tax Scams for the 2016 Filing Season

2.9B

US Robocalls per month

Top consumer complaint to FTC, with 5.3M complaints in 2016

Source: FTC, 2017

#1

Phone is preferred channel

Over half of all consumers prefer calls as primary channel

Source: Mary Meeker, Internet Trends 2016

10x

Phone calls most abused

FTC fraud complaints identify calls as leading method by which fraudsters contact consumers

Source: FTC, 2016

88%

Business calls unanswered

B2C answer rates making phone calls ineffective

Source: Boston Consulting Group, 2017