

Application: 4752

## TransUnion Spoofed Call Protection

### Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

### Name of Organization/Company

TransUnion

### Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

### Page: Entry Information

### Entry Title

TransUnion Spoofed Call Protection

### Category

I03. Technical Innovation of the Year - Communication Technology

### Technical Innovation of the Year Submission Format

Written Answers

### a. Briefly describe the organization that achieved the nominated technical innovation: its history and past performance (up to 200 words). Required

TransUnion is a global information and insights company with over 12,000 associates operating in more than 30 countries. [REDACTED]

Through our acquisitions and technology investments we have developed innovative solutions that extend beyond our strong foundation in core credit into areas such as marketing, fraud, risk and advanced analytics. As a result, consumers and businesses can transact with confidence and achieve great things. We call this Information for Good® — and it leads to economic opportunity, great experiences and personal empowerment for millions of people around the world.

### b. Outline the nominated technical innovation. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

Imposter scams have quickly become the fastest growing fraud in the US — and consumers and businesses need to be aware of this rising trend. These scams involve a fraudster pretending to be someone they're not to steal money or information, and they often begin with a spoofed call. The consumer answers their phone because the caller ID shows the name of a trusted organization, like a bank, a charity, or government agency, but the call isn't really coming from them. The fraudster then spins a web of lies to convince the target to give them online access to their money. And it's not just consumers who are at risk.

With advances in artificial intelligence (AI), these scams have grown more complex, convincing, and costly, going from \$196 million in losses in 2020 to a whopping \$660 million just two years later. Fraudsters have even begun targeting companies by using voice deepfakes to pretend to be an executive, then asking an employee to transfer large sums of money for a 'business deal'.

Within our TruContact™ portfolio is Spoofed Call Protection, a service which allows businesses (through their service provider and Trans Union) to digitally 'sign' their own calls by attaching their identification credentials to their outbound calls to ensure call authenticity. If a call isn't from the business it purports to be, it's stopped by the terminating service provider before it ever gets to the consumer. By protecting against call spoofing attacks, enterprises safeguard their brand and their customers.

### c. Explain why the technical innovation you have highlighted is unique or significant (up to 250 words). Required

Launched in early 2023, TransUnion's [REDACTED] Spoofed Call Protection is already in use by 310 million subscribers. Once implemented, Spoofed Call Protection makes it nearly impossible for fraudsters to spoof a call of any participating organization.

It's the only solution that is:

- Built on widely adopted industry standards: Spoofed Call Protection doesn't rely on proprietary APIs, making it easier and faster to implement. This foundation also leads to ease of operation and adherence to strict security standards.

- Designed to block spoofed calls before they reach subscribers: Other solutions label a call as SPAM, which may prompt users to block that number on their device (forever blocking all calls from that number - legitimate or spoofed).

- Designed with contributions from leading organizations: 3GPP, IETF, ATIS, and others contribute to the mobile standards that drive Spoofed Call Protection's roadmap. By avoiding proprietary design, users can trust the product's capabilities will evolve in alignment with industry shifts while adhering to the latest security protocols.

- Compliant with call authentication standards and supports legacy TDM and IP-based networks: Unlike other solutions, Spoofed Call Protection offers STIR/SHAKEN protections. While the telecom world is moving towards entirely IP-based calls, Spoofed Call Protection ensures organizations have spoofing protection regardless of network technology.

