

## CLI White Listing Process

The telecom regulatory bodies of UK, Australia and New Zealand have become very strict regarding presentation CLIs in order to reduce the number of fraudulent calls and calls made in breach of local data protection rules.

Any presentation CLI should be valid and owned by the call originator and should be in working condition i.e. when called, it must be answered by a person or it should play a recorded announcement stating which company called the customer and for what reason. The caller must also be given an option to opt-out of future calls.

In order to enforce these rules our suppliers are requiring any CLI you present to be white listed – calls make presenting CLIs which are not white listed will be blocked.

To make this easy for you to comply with, you can white list by logging in our portal.

### Using Microtalk Portal

- Please login using your portal credentials and click on the section ->Presentation CLI.
- Click Add Presentation CLI Audit at the top right corner.
- On the CLI Type, click the radio button “From System”, if the CLI is purchased from Microtalk (it will be in the dropdown in the CLI box) or “Third Party” if the CLI is purchased from any other vendor than Microtalk.
- Please note that you cannot use any other’s CLI on your account. If Microtalk gets a complaint from any supplier or regulatory body then we have contractual or legal requirements to provide all the details of the call originator.
- Once you add the CLI, the CLI will be approved by our support team by calling the number and verifying that it is live. Please note that the number should be in working condition or else it will be rejected by our support team.
- Please note that the format to add the CLI is E.164 which is Country Code + Subscriber Number e.g. for UK 441512345544

There are additional steps to White List Australia and New Zealand CLIs.

You can verify as many CLI's as you like, as often as you like. There are no charges to verify a CLI. It is 100% instant. Because DID's are low cost, we recommend buying enough to last you for 1 month and verifying them in one go.

All Verified CLI's will stay in the system for 3 months. After 3 months, they will be automatically deleted from the database, but you may add it into the system again by verifying the number once again.

#### **Automatic Verification (call is routed directly to your phone)**

- Australia:
  - Please visit <https://australia.cliverify.com/auto.php>
  - PIN Code - 6161
- New Zealand
  - Please visit <https://newzealand.cliverify.com/auto.php>
  - PIN code – 2474
- Enter your presentation CLI that you would like present when calling Australia or New Zealand.
- Our system will automatically call that number within seconds and when you answer it, you will hear a 4-digit code that you must enter on the webpage.
- Once entered, press submit and a page will load to advise the CLI has now been verified, and you can now dial Australia or New Zealand using that CLI.

#### **Manual Verification (call cannot go directly to you e.g. goes via IVR, ACD, receptionist, call centre etc)**

If your CLI is attached to an IVR or something similar and when the CLI is called the call does not go directly to you, our staff can manually call the number and follow a set of instructions to get put through to you to give you the verification code. We have staff monitoring this system 24/7, and we should have your number verified within 10 minutes.

- Australia:
  - Please visit <https://australia.cliverify.com/manual.php>
  - PIN Code – 6161
  - Email – noc@microtalkgroup.com
- New Zealand
  - Please visit <https://newzealand.cliverify.com/manual.php>
  - PIN code – 2474
  - Email – noc@microtalkgroup.com
- Enter your presentation CLI that you would like present when calling Australia or New Zealand.
- Enter any instructions needed for the call to reach you e.g. Press 2 and ask for Steve.
- Our team will call that number, follow the instructions you give us and give you the 4-digit Verification Code when you answer the call (for you to enter on the webpage).
- Once entered, press submit and a page will load to advise the CLI has now been verified, and you can now dial Australia or New Zealand using that CLI.