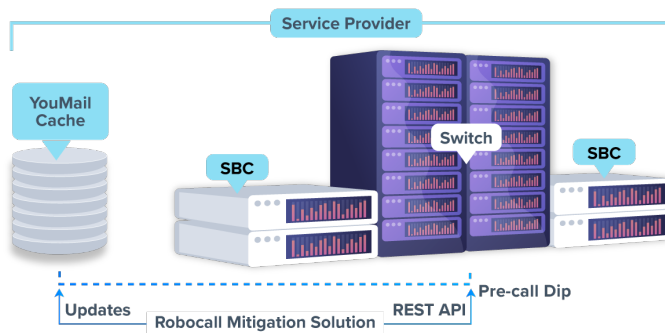


## YouMail PS Score

### Telephone Number Scoring as a Service

**YouMail PS Score** analyzes audio content associated with unwanted robocalls received by the public. This solution provides a probability of telephone number association with three important categories of unwanted robocall behaviors: (1) Fraud, (2) Unlawful, and (3) Spam.

The **YouMail PS Fraud Score** is applied to telephone numbers to ascertain the probably of various forms of fraud including brand impersonation and more. The **YouMail PS Unlawful Score** is influenced by the Fraud Score but is not wholly reliant upon it as it also considers other forms of illegal behaviors including violations of DNC, TCPA and the Telemarketing Sales Rules and more. The **YouMail PS Spam Score** is influenced by the Unlawful Score but it also considers other forms of deterministic and probabilistic data such as crowd-sourced feedback.



### Two Options for Scoring

#### Embedded API

- Local Cache
- Periodic Updates
- Suitable for intermediate network providers

#### Per-Call Dip API

- Query On-demand
- Suitable for terminating service providers

For both the YouMail Embedded API and Per-Dip API methods of YouMail scoring, there are three different variations of score combinations:

#### 1. Fraud Score Only

Data includes telephone number scoring for YouMail Fraud Score™ only. This data is suitable for customers that wish to mitigate calls from telephone numbers that have been associated with robocall campaigns involving fraud such as brand impersonation. Mitigation may include network level blocking.

#### 2. Fraud and Unlawful Scores

Data includes telephone number scoring for YouMail Fraud Score™ and YouMail Unlawful Score™. This data grouping provides all the benefits of the Fraud scoring plus the ability to identify telephone numbers that have been associated with robocall campaigns that are Unlawful based upon a variety of reasons including fraud as well as violation of federal laws and state statutes such as DNC, TCPA, and telemarketing rules. This data is suitable for customers that wish to mitigate calls based that are fraudulent and/or unlawful for other reasons. Mitigation may include network level blocking.

#### 3. Fraud, Unlawful and Spam Scores

Data includes telephone number scoring for YouMail Fraud Score™, YouMail Unlawful Score™ and YouMail SPAM Score™. This data grouping provides all the benefits of the Fraud scoring, Unlawful scoring plus the ability to identify the Spam rating for telephone numbers. This data is suitable for customers that wish to mitigate calls based that are fraudulent and/or unlawful for other reasons. Mitigation may include network level blocking. This data is also suitable for customers that wish to manage calls that have a high Spam rating, which may include call labeling or redirection to IVR or voicemail.

All three variations are scored on a scale from zero to one hundred percent. For example, an Unlawful score of 0.85 represents eight-five percent certainty that a telephone number is associated with unlawful behavior.