



FAQ: Complete Business Identity & Caller ID Registration Guide

1. Why is my number suddenly showing up as "Spam"?

A small group of "gatekeeper" data providers—specifically TransUnion—now exercise bottleneck control over call display data. According to recent FCC filings by Bandwidth Inc., these entities are accused of "predatory" and "retaliatory" practices. This includes intentionally propagating "No Name" or inaccurate labels following marketplace disputes, effectively holding caller ID data hostage.

2. Has Bridge fixed the technical side?

Yes. Your calls use the STIR/SHAKEN authentication framework. This means every call is digitally signed and authenticated, proving to the receiving network that your call is legitimate and not spoofed. We are also moving toward Rich Call Data (RCD), which carries your name directly to handsets to bypass these third-party databases.

3. Why can't Bridge "fix" the name display for me?

New security regulations require the business owner to verify their own identity. Bridge can NOT do this for you. These registries require sensitive info (like your Federal Tax ID/EIN) that third parties are legally restricted from providing on your behalf and many require attestation of being the business owner which we are not.

4. THE MASTER REGISTRY LIST

Category: Spam Prevention (Clearing "Spam Likely" Flags)

These links whitelist your number with the analytics engines and carrier-specific filters that trigger "Spam" warnings.

- The Free Caller Registry: freecallerregistry.com — Submits data to the major engines: Hiya, First Orion, and TNS all at once.
- Call Transparency: calltransparency.com — Primary portal for T-Mobile and First Orion.
- Verizon (via TNS): reportarobocall.com or voicespamfeedback.com

- AT&T (via Hiya): hiyahelp.zendesk.com
- T-Mobile Direct: callreporting.t-mobile.com
- Robokiller Dispute: robokiller.com/dispute
- Nomorobo Contact: nomorobo.zendesk.com
- Spectrum/Charter Spam Report: spamreport.spectrum.com

Category: Identity Labeling (Name & Logo Display)

These registries control the "Branded Calling" experience—ensuring your legal name and logo appear correctly on the screen.

- Apple Business Connect: businessconnect.apple.com (CRITICAL for iPhones)
 - Google Business Profile: google.com/business (CRITICAL for Android)
 - Truecaller for Business: business.truecaller.com
 - Comcast/Xfinity Verified Caller: xfinity.com/support/articles/verified-caller-id
 - Lumen (CenturyLink): lumen.com/support
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5. What information should I have ready?

- Legal Business Name (as it appears on tax forms).
- Federal Tax ID (EIN).
- Physical Address & Website URL.
- List of outbound phone numbers to be verified.

6. The "Human Hack": Local Whitelisting

The most effective way to override third-party flags is to encourage your clients to add your agency's phone number to their mobile device Contacts. This "local white-listing" on the handset is the only 100% guarantee to bypass AI filters.