

Wireless 411 Service

Questions & Answers

Industry Information

What is the Wireless 411 Service?

The Wireless 411 Service™ is the free consumer choice-based, privacy-protected inclusion of wireless listings in the existing nationwide landline voice 411 system. The service will give consumers the choice to include their wireless phone numbers in voice 411 and will be available to both landline and wireless phone users. Wireless carriers may opt to offer it to customers.

Who is developing the Wireless 411 Service?

The Wireless 411 Service is being developed by a wireless industry working group comprised of leading wireless carriers. Qsent was selected by the working group to be the sole aggregator of wireless data for the planned Wireless 411 Service and will develop a privacy-protected database comprised of carrier subscribers who choose to be listed. Wireless carriers will then make individual decisions on whether and when to offer the service to their subscribers.

How will people access the service?

The Wireless 411 Service will be accessible through the existing landline voice 411 system. No special number will be needed. During a typical voice 411 information call, the operator will inquire whether the caller wants a landline or a wireless number. If a wireless number is requested and the person requested chose to list their number, the operator will access the wireless database and either provide the number or connect the caller.



Wireless 411 Service: How It Will Work

Why are the wireless carriers developing a Wireless 411 Service?

The Wireless 411 Service is a natural evolution of voice 411 services that now only provide landline numbers. Today, there are 192 million cell phone users in the U.S., a number growing rapidly with 50% of all new subscriptions for cell phones. According to a consumer survey* completed in 2004, 53% of cell phone users would opt into a Wireless 411 Service if strong privacy protections were in place. About 20% of these consumers rely on their cell phone as their primary phone, and another 10% as their only phone. These statistics particularly reflect cell phone use by small businesses, home-based enterprises and highly mobile consumers.

Who will manage the wireless data?

All Wireless 411 Service data nationwide will be aggregated into a central, privacy-protected database by the Wireless 411 Service aggregator, Qsent, Inc. Qsent was selected because of its experience in managing identity data, its reputation for building trusted relationships, its commitment to consumer privacy and its industry-standard data security mechanisms.

Consumer Information

How will a consumer be notified about the availability of the service?

The Wireless 411 Service will be an opt-in only service. If a carrier decides to launch the service for its own subscribers, the carrier will formally notify its subscribers and provide a method for authorization and opt-in. All current wireless subscribers as well as new subscribers of a participating carrier will need to formally opt-in and provide their express consent to that carrier to be included in the service.

How will a subscriber opt in or opt out?

A wireless subscriber will be able to opt into the service when they receive formal notice from their respective carrier and pre-authorize the listing of their wireless phone number. If they choose not to participate or make no decision at all, they will not be included. If they are in the service but choose to opt-out at some future date, they will be able to contact their carrier and be removed with no personally identifiable information remaining in the database. There will be no fee to be listed, for additions to or deletions of personal information.

Will all wireless customers be included?

No. Only customers who choose to participate through their respective carriers will be included. The carriers' primary commitment in developing a new Wireless 411 Service is to provide their customers with a choice-based service that requires formal prior notice and pre-authorization for inclusion.

How will the Wireless 411 Service protect consumer privacy?

Carrier business practices and privacy policy procedures will vary carrier-to-carrier. However, there are four guiding choice and privacy principles for the Wireless 411 Service. These are:

- The right to choose.
- The right to change one's mind.
- The right to security.
- The right to these fundamental choices at no charge.

Consumer privacy protection and security will be built into all aspects of the Wireless 411 Service. At the carrier, a consumer must receive formal notice and choose to be in the service. At the data aggregator, a privacy-protected database will be stored in a single, non-distributed repository protected with industry-standard security mechanisms. At the voice 411 operator service center, privacy will be protected by not displaying wireless numbers until they are requested, for only one-time use and by not allowing any local storage of the numbers.



Will wireless numbers be published in a directory?

No physical directory of Wireless 411 Service numbers will exist either in printed or electronic form, or on the Internet, in whole or in part. Wireless subscriber data for use by carrier contracted voice 411 service operators will be drawn from the privacy-protected database for real-time single use and not stored locally.

What if wireless customers don't want their number included?

All cell phone numbers will be automatically excluded from the Wireless 411 Service. The only means for a cell phone number to be listed will be if the subscriber formally requests and pre-authorizes the listing with their own carrier. If at any time, a subscriber wishes to opt-out, they will be able to contact their carrier, and all of their personally identifying information will be removed.

What benefits will a Wireless 411 Service provide to consumers?

When implemented, and for those wireless carriers that participate on behalf of their subscribers, the Wireless 411 Service will offer cell phone users the opportunity to include their numbers in the current landline voice 411 system. There are a variety of reasons a consumer might want to be listed in the service. A small business owner may see the service as an easy way for prospective customers to find him. A parent may see it as a way to make sure they can always be reached in case of an emergency. A consumer who only has a wireless phone may see the service as a way for friends and associates to get in touch. Whether the use is social or business, the decision to participate will be the individual consumer's.

What will be the cost of a wireless 411 call?

There will be no cost to the consumer who wants to be included in the Wireless 411 Service. For consumers requesting numbers from 411, the cost will vary carrier-to-carrier for a normal voice 411 DA inquiry, as it does today, based upon the business practices of each carrier.

Will the wireless user have to pay for the incoming call if they don't want to speak with the caller?

There will be no specific Wireless 411 Service cost for a wireless customer receiving a call originating from the 411 system unless the person chooses to answer the call. Once a consumer chooses to accept the call, the customer's air time minutes will apply as it does with any other call.

Security and Privacy Legislation

What steps have been taken to keep telemarketers from getting Wireless 411 numbers?

Telemarketers don't use voice 411 services to contact people and Wireless 411 Service numbers will not be put into any printed, electronic or Internet list for disclosure to telemarketers. Additionally, telemarketer's use of automated calling systems to a wireless phone number is prohibited by law, and will still be illegal even if a consumer chooses to have their wireless number in the 411 service. The wireless industry has historically advocated for these privacy measures and broadly supported the federal Telephone Consumer Protection Act. The Wireless 411 Service is being designed specifically to control all the opt-in wireless 411 listing information in a single privacy-protected database and release it only to qualified voice 411 operator centers for single record responses to individual voice 411 requests.

How will wireless users prevent their numbers from being hacked or released without their permission?

Pre-authorization, choice and privacy protection will be built into Wireless 411 Services through the subscriber agreements and business practices of the wireless carriers, the best practices and industry-standard security systems of the Wireless 411 Service aggregator, and the privacy protected responses and limited access to personal identifying information at the voice 411 operator centers.

Will current laws that protect landline phone users protect wireless phone users?

There is existing consumer privacy laws today designed for landline phones that also protect wireless consumers. These include: the Federal Trade Commission's National Do Not Call Registry, the CAN SPAM Act of 2003, and the Telephone Consumer Protection Act of 1991 (TCPA).

As of June, 2005, 95 million numbers were listed on the Do Not Call list which accepts both landline and wireless numbers and levies fines as high as \$11,000 for unwanted telemarketing calls. Do Not Call has proven to be an effective means to screen out telemarketing calls.

The CAN SPAM Act of 2003, along with recent rules from the Federal Communications Commission (FCC) prohibit unsolicited commercial messages to wireless phones and pagers, providing yet another layer of protection for the consumer.

The Telephone Consumer Protection Act of 1991 prohibits any calls to cell phones using auto-dialers, or any artificial or prerecorded voice messages. If this prohibition is broken, the violator can be fined up to \$1,500 per violation. This is the only federal privacy law that prohibits both commercial and noncommercial solicitations.

Does the Do Not Call Registry protect cell phones?

The Federal Trade Commission reminds consumers that the National Do Not Call Registry has accepted personal cell phone and home phone number registrations since it opened for consumer registrations in June 2003. There is no deadline to register a home or cell phone number on the Registry.

Is there additional privacy legislation being considered?

Yes. Congress is considering wireless privacy legislation to protect consumer choice and privacy. Many of the requirements in the proposed legislation, such as consumer choice, pre-authorization, opt-in methods, protection against telemarketing and no cost listings, are in fact built into the carrier model for the Wireless 411 Service. Several states are considering their own bills, as well.

For more information, go to the Wireless 411 Service Resource Center at: www.wireless411service.com

*The Pierz Group, Adding Mobile Numbers to the US Directory Assistance/Enquiry Database, June, 2004

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