

# VOIPHUB TECHNOLOGIES LTD

[www.voiphub.com](http://www.voiphub.com)

## TRAFFIC ACCEPTANCE POLICY

### (Voice & SMS Transit)

(Version: 1.0)

## 1. Purpose

This Traffic Acceptance Policy ("Policy") sets out the acceptable use parameters for all voice and SMS traffic routed through Voiphub Technologies Ltd's platform. It aims to prevent telecom abuse, fraud, regulatory breaches, and reputational risk.

## 2. General Principles

- All traffic must comply with applicable UK and international telecom laws, privacy laws, and ITU standards.
- Traffic must be legitimate, authorised, and traceable to a verified source.
- Voiphub Technologies Ltd reserves the right to block, reroute, or reject any traffic at its sole discretion if it violates this Policy.

## 3. Voice Traffic Requirements

### 3.1 Prohibited Voice Practices

- **False Answer Supervision (FAS)** – artificial call connection signals
- **CLI Spoofing** – manipulation of caller ID to conceal origin or impersonate others
- **SIM Box Termination** – bypassing legitimate interconnects using local SIM gateways
- **Artificial Inflation of Traffic (AIT)** – loops or test-call inflation
- **Call Stretching / Call Trapping** – fraudulently extending billing time
- **Unlicensed Premium Rate or Fraud Routes** – unauthorised or revenue-share content

### 3.2 Technical Voice Parameters (Recommended Minimums)

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Parameter	Threshold
ACD (Average Call Duration)	> 60 seconds (stable)
ASR (Answer Seizure Ratio)	> 25%
PDD (Post Dial Delay)	< 5 seconds
CLI Presentation	Consistent with origin and jurisdictional rules

## 4. SMS Traffic Requirements

### 4.1 Prohibited SMS Content and Practices

- **Unsolicited A2P Messaging** – spam, marketing without opt-in consent
- **Phishing, smishing, malware links**
- **Alphanumeric Sender Mask Spoofing** (e.g. faking bank names)
- **Grey Routing via Unauthorised Hubs or SIMs**
- **Use of unauthorised Sender IDs or shared content templates**

### 4.2 Acceptable SMS Use Cases

- 2FA / OTP messaging
- Notifications or alerts from verified services
- Transactional messages linked to user activity
- Promotional messaging with opt-in and clear unsubscribe

### 4.3 Technical SMS Requirements

Parameter	Minimum Threshold
DLR (Delivery Rate)	> 85% (per country)
TPS (Transactions/sec)	Must be negotiated per account
Unicode / UDH Support	UTF-8 or standard GSM
Opt-Out Compliance	Required for marketing content

## 5. Testing and Onboarding

- New partners must complete a **test traffic phase** (24–48 hours) monitored for compliance.
- Test results must demonstrate CLI integrity, quality metrics, and absence of abuse or manipulation.
- Partners failing testing will not be onboarded without corrective measures.

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## 6. Monitoring and Enforcement

Voiphub Technologies Ltd uses automated and manual tools to:

- Monitor real-time traffic patterns;
- Detect anomalies or fraud;
- Track route performance and partner behaviour;
- Generate alerts and initiate immediate action.

Violations may result in:

- Immediate route or account suspension;
- Blacklisting;
- Reporting to authorities or industry associations;
- Contract termination without refund.

## 7. Incident Reporting

All partners are expected to report suspected abuse **within 24 hours** of detection. Voiphub Technologies Ltd commits to reciprocal transparency and fast action in the event of:

- CLI tampering or spoof complaints;
- Law enforcement inquiries;
- Regulatory compliance requests.

## 8. Data Retention

- Traffic metadata (logs, IPs, call/SMS headers) is retained for **6 years** in line with UK legal and tax requirements.
- All traffic logs are accessible only to authorised personnel and may be used for legal defence or regulatory audits.

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## 9. Amendments and Interpretation

This Policy may be updated periodically. The latest version is published on [www.voiphub.com/legal](http://www.voiphub.com/legal) or distributed upon interconnection. Continued use of services implies acceptance.

## 10. Contact for Compliance Queries

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