

ACCEPTABLE USE & TRAFFIC POLICY

VOIPHUB TECHNOLOGIES LIMITED

Last updated: 2 February 2026

1. Purpose and Scope

This Acceptable Use & Traffic Policy (“**Policy**”) governs the use of telecommunications services provided by **VOIPHUB TECHNOLOGIES LIMITED** (“**Voiphub**”).

This Policy applies to **all Customers, traffic, routes, messages and related activities**, and forms an integral part of the Terms of Service.

2. General Obligations

2.1 Customers shall use the services **lawfully, ethically and in accordance with industry standards**, applicable laws, operator rules and this Policy.

2.2 Customers are responsible for all traffic originated, terminated or transited through Voiphub, including traffic generated by their customers, partners or downstream networks.

3. Prohibited Traffic and Activities

The following activities are **strictly prohibited**, whether directly or indirectly:

3.1 Fraudulent and Abusive Traffic

- artificial inflation of traffic (AIT);
- call pumping, call trapping or revenue share fraud;
- SIM-box operations or bypass of operator routing;
- spoofing, manipulation or falsification of CLI/ANI;
- traffic intended to mislead, deceive or defraud.

3.2 Unlawful and Harmful Communications

- phishing, smishing, vishing or scam communications;
- robocalls, unsolicited bulk messaging or spam;
- traffic violating consumer protection, data protection or telecom laws;
- content facilitating criminal, deceptive or abusive conduct.

3.3 Sanctions and Restricted Activities

- traffic involving sanctioned persons, entities or jurisdictions;
- activities breaching UK, EU, UN or applicable international sanctions;

- circumvention of regulatory, operator or numbering restrictions.

4. Numbering, CLI and Traceability

4.1 Customers represent and warrant that they have **lawful authority to use all numbering resources, calling line identification (CLI), sender IDs and routing paths** associated with the traffic delivered.

4.2 Customers shall, upon request, promptly provide supporting documentation, including:

- numbering allocation letters;
- letters of authorisation (LOA);
- routing and upstream disclosure;
- traffic origin and destination details.

4.3 Failure to provide adequate evidence may result in immediate suspension.

5. SMS and Messaging Requirements

5.1 SMS and messaging traffic must comply with all applicable laws, operator rules and best practices, including:

- valid opt-in and opt-out mechanisms where required;
- clear sender identification;
- prohibition of deceptive, misleading or abusive content.

5.2 Voiphub may block, filter or suspend messaging traffic that poses compliance, fraud or reputational risk.

6. Monitoring, Investigation and Cooperation

6.1 Voiphub may monitor, analyse and investigate traffic for the purposes of:

- fraud detection and prevention;
- quality assurance;
- compliance with legal and regulatory obligations.

6.2 Customers shall fully cooperate with investigations, including responding to traceback, information and evidence requests.

6.3 Voiphub may share relevant information with operators, partners, regulators or law enforcement where legally required or reasonably necessary to mitigate risk.

7. Suspension, Blocking and Remedial Actions

7.1 Voiphub reserves the right to **immediately suspend, block, reroute or terminate traffic or services**, without prior notice, where:

- prohibited traffic is suspected or detected;
- required information is not provided;
- compliance, regulatory or reputational risk arises.

7.2 Such actions may be taken at traffic, route, account or network level.

8. Data Retention

Traffic metadata, security logs and compliance records may be retained **for up to six (6) years**, or longer where required by law, regulatory obligations or dispute resolution.

9. No Liability for Enforcement Actions

Voiphub shall not be liable for any loss, interruption or damage resulting from actions taken in good faith to enforce this Policy or comply with legal, regulatory or operator requirements.

10. Amendments

Voiphub may amend this Policy at any time by publishing an updated version on its website.

Continued use of services constitutes acceptance of the amended Policy.

11. Contact

VOIPHUB TECHNOLOGIES LIMITED

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Legal: legal@voiphub.com