



April 11, 2019

The Honorable John Thune
511 Dirksen Senate Office Building
Washington, D.C 20510

The Honorable Edward Markey
255 Dirksen Senate Office Building
Washington, D.C 20510

Dear Senators Thune and Markey:

Thank you for your leadership as the sponsors of the Telephone Robocall Abuse Criminal Enforcement and Deterrence ("TRACED") Act. We view this bill as an important step in federal efforts to stop the illegal robocalls that have intruded on consumers' privacy and triggered millions of complaints to federal and state agencies.

ITTA's members support aggressive civil and criminal enforcement against illegal robocallers by the Federal Trade Commission, Federal Communications Commission and Department of Justice. Various ITTA members have also worked on the many cross-industry efforts to reduce robocalls, including the Industry Traceback Group, and the development of the SHAKEN and STIR standards for call authentication. Together, these efforts can reduce the incentive and ability of bad actors to abuse the communications system, and give consumers tools to protect themselves.

As the TRACED Act moves toward enactment, the implementation process for the market-based call authentication measures has already begun by some carriers, including carrier network investments. To that end, we hope Congress and others in an oversight role will encourage all parties to work through the process in good faith. In many cases, the practical number of equipment and software options will be limited, and ITTA member companies will depend on a small number of technology vendors to come through on time with the appropriate technology and network updates, at reasonable prices, and in sufficient quantity to achieve the reasonable timelines envisioned in your bill. If all parties work cooperatively, we feel confident the goals can be reached.

We appreciate your leadership on robocalling and other issues.

Sincerely,

A handwritten signature in black ink that reads "Genevieve Morelli". The signature is written in a cursive, flowing style.

Genevieve Morelli
President