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Reassigned Numbers Database Best Practices

The Reassigned Numbers Database (RND), launched by the Federal Communicationsc Commission (FCC) in November 2021, is essential for ensuring compliance with the TCPA by preventing calls or texts to reassigned numbers. This resource outlines best practices for utilizing RND to maintain compliance and enhance outreach effectiveness.

The **Reassigned Numbers Database (RND)** is a centralized database of telephone numbers that may have been disconnected and reassigned to another individual or owner.

Use of the RND is required by the FCC under the Telephone Consumer Protection Act (TCPA), where prior express written consent (PEWC) or "consent" is required to call or text a client or prospective customer's wireless device when using an automated telephone dialing system (ATDS).

Today, all small, medium, and large telephone service providers should be feeding disconnected number data into the RND database because consent is associated with the individual, and not the telephone number. If a number changes ownership, then the previously captured consent does not extend to the new owner. Numbers that have changed ownership cannot be called or texted from any ATDS regardless of performing sales and marketing, consumer debt collections, servicing, or support outreach.

With the RND came a much higher level of scrutiny for businesses performing calling and/or texting outreach with heightened legal enforcement becoming much more prevalent. **Failure to leverage RND data when performing any type of calling or texting outreach is strongly discouraged.**

RND is available as part of the overall Gryphon ONE platform and is an essential component to any organization's contact compliance strategy for marketing compliance and consumer debt collections.

Leverage market-leading complaince protection

Empower TCPA safe harbors

Empower comprehensive audit trails

Enhance marketing and collection effectivenesss

Improve connection success rates

Protect your bottom line

Enable a single source of compliance

Gryphon-Recommended RND Best Practices

Accessing the RND for Automated Calls/Texts

Your organization should access the RND if you:

- Initiate calls/texts from an automated platform (ATDS)
- Use third parties (BPOs, MSPs, lead generators, etc.) that use an ATDS to call/text on your behalf
- Maintain a consent/exemption database of phone numbers eligible for calls/texts, especially if the database is older and lacks regular updates
- Have newly secured phone numer records in your consent/exemption database
- Initiate manual or automated calls/texts into Maine, where RND use is mandated by state law for all sales and marketing calls and texts (this may also apply to other states that could mandate RND use in the future)
- Need to cleanse your consent/exemption database and remove numbers that have changed ownership (there are services available that allow organizations to identify correct phone numbers for individuals and update their CRM and other other record systems)
- Have a large, company-specific opt-out list and seek to recover contactable records

FCC Safe Harbor Recommendations

The FCC applies safe harbors from potential TCPA liability for organizations that demonstrate they appropriately checked the most recent database update and the database incorrectly reported "no" when given either the date they contacted the consumer or the date the company could be confident the consumer could still be reached at that number. Gryphon recommends you leverage safe harbor exemptions to avoid potential fines.

FCC safe harbor definitions:

- **Yes:** The telephone number has been permanently disconnecteed on or after the date of consent. Safe harbor does not apply; the number should not be contacted and should be flagged in your database.
- **No:** the telephone number has not been permanently disconnected since consent was provided. Safe harbor may apply if utilizing RND services as designed and meeting frequency or query needs.
- **No data:** Insufficient data from the telephone service provider to determine if the number has not been permanently disonnected since consent was provided. Safe harbor does not apply; legal counsel should be engaged.
- **Error:** Failure while querying the RND service. Safe harbor does not apply; retry the telephone number until one of the above conditions is reported.

RND Frequency Recommendations

- For your consent/exemption database, run the process monthly. RND data is updated around the 15th of each month, so running it more frequently may be excessive, while running it less frequency may introduce unnecessary risk (this also applies to Maine numbers under the RND utilization mandate).
- For opt-out list hygiene, a quarterly process should suffice. Running it too frequently can lead to diminishing returns and be cost-prohibitive.

Contact us today for more information on our
RND offering and the Gryphon ONE Platform.

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