

October 6, 2017

Ms. Marlene H. Dortch

Secretary

Federal Communications Commission

445 12th Street SW

Washington, D.C. 20554

Re: ***Ex Parte Letter*—Prevention of Fraud and Abuse Arising Out of Text- Enabled Toll-Free Numbers**

**WT Docket No. 08-7 & CC Docket No. 95-155**

Dear Ms. Dortch:

I write to additionally comment to the record in the above-referenced proceedings and to express Midori Interactive Corporation’s support for a centralized registry of all text-enabled toll-free numbers, similar to the existing registry for toll-free telephone numbers currently administered by Somos, Inc.

Midori Interactive, Inc. is a subsidiary of TSG Holding Corp., Inc., which also owns TSG Global, Inc. TSG Global provides a variety of communications products for many of the nation’s largest carriers. New products introduced by Midori Interactive are aimed at making carriers, service providers and responsible organizations look good and remain relevant by making it easy for them to offer and service the kinds of communication products their customers are demanding.

As a provider of communications products that support consumers utilizing messaging channels to communicate with business, we are trusted by our customers to maintain the highest level of integrity in transporting personal and private information. This consumer confidence was first instilled from the voice products we support. The common understanding in voice is that no one can listen, eavesdrop, capture and store your information without consequence. That’s why the FCC has rules in place to do just that, protect the consumer. Unfortunately, this is not the case for messaging. There are no existing rules in messaging to protect consumers from bad behavior such as slamming, hacking, and using data not gained from the authorized party in control of your identity. If a bad player takes ownership of your texting and you call the FCC, Wireless Carriers or FTC there is nothing they can do.

Our organization has been supporting this new text channel from 2007 to current allowing us great visibility into the positives and negatives of this now widely used communications channel. Using text messaging is becoming a way business communicates. With that, comes the fraudsters. Those who know there are no consequences when slamming/hacking your telephone numbers text abilities. This disruption and dismissal of rules that has worked to protect consumers in the voice world, now exposes more threats than ever within the messaging ecosystem.

We first adopted LOA(Letter of Authorization) documentation process to validate ownership. This was adopted from an industry standard process within the voice world. When supporting consumers trying to manage their services and choosing who controls the message routing on their telephone numbers following a proven system was our best option. With abandoning the trusted processes that Somos provides would cause consumer confidence issues.

When a company named Zip Whip was first allowed to “make a revenue share deal,” without any notice to the industry, with a single wireless operator supporting all toll free texting to and from their network. It creating a toll booth. Without signing a contract you were no longer able to communicate with any of Verizon’s consumers. The rules of engagement for innovators and consumers drastically changed. Unauthorized viewing and solicitation of text messaging traffic to toll free numbers became part of a marketing plan by ZipWhip.

As ZipWhip touted this now exclusive toll free texting relationship, other wireless operators seeing there was no arm of the government stepping in to challenge this growing monopoly, joined in sharing revenue while preventing fair and equal access to others.

With the toll booth now firmly in control it was apparent. No rules meant trouble.

When realizing that ANYONE’s number can be text enabled without their authority, action was required. The reality was the fraudsters could text enable the White House main telephone number without legal recourse.

Noah Rafalko, CEO of Midori Interactive began to work with the only recognized registries of text enablement to add security for consumers. This security problem had to be solved with small steps and centralized information. Somos and Net Number are working to incorporate the necessary access for a technology participant such as Midori to create this security layer. The ability to add a 4-8 alpha-numeric PIN to local and toll free numbers. This self-managed PIN naturally extends the authority of the holder of the telephone number to mitigate attempts to slam/hijack texting from consumers. See below recent press release:

<https://telecomreseller.com/2017/09/26/midori-interactive-introduces-text-protect/>

Midori Interactive, it’s partner companies and others in the industry will not be able to continue to build security measures without a centralized database where a neutral party controls. I and my counterparts that are the driving force in adoption of this delicate while efficient communications channel would be at risk if the FCC takes no action to prevent malicious behavior to the consumers of this great country.

This letter is being filed electronically through the ECFS for inclusion in the record of these proceedings.

Sincerely,

Noah Rafalko  
CEO and Innovator in need of our government