Complying with the Reassigned Numbers Database (RND) using DNCSolution

The Reassigned Numbers Database (RND) is designed to address the problem of unwanted calls to consumers with numbers that have been disconnected and reassigned from previous consumers. In 2022, approximately 112 million numbers were disconnected and made available for reassignment to new consumers.

Under the TCPA, a company could be fined $500 for each violation, meaning each individual number contacted that is not in compliance with the RND. Penalties could be as high as $1500 per number if the company knowingly and willfully disregards the statute.

With a single source that keeps track of all permanently disconnected numbers, it's easier for callers to comply with the TCPA and avoid potential compliance and litigation risks.

What does it mean?

- All large and small service providers are required to report all permanent disconnects each month.

- Service providers are also required to age the number for 45 days after permanent disconnection. Therefore, it cannot be reassigned after disconnection to a new customer until the RND database is refreshed the following month.

- All permanently disconnected US-geographic and toll-free numbers will be hosted securely in a single comprehensive database.

- Callers can use the database to determine whether a telephone number has been reassigned, since receiving the number from the consumer, to avoid inadvertently reaching the new consumer that now holds the disconnected number.

How can we help?

Since the RND's beta period, our product team has been at the forefront monitoring each step of this regulation and has developed the most comprehensive solution that's virtually unmatched by any other solution provider in the market.

Some of our core capabilities:

- **DNC Scrubbing:** We not only support standalone RND scrubs but also enable you to perform these scrubs in conjunction with National, State and any internal Do Not Call lists through our fully-integrated DNCSolution. Additionally, you can also add Mobile Scoring to further evaluate records that are returned as "No Data Found" from the RND.

- **Caching Engine:** We have implemented an RND Caching Engine to ensure that we do not send any phone numbers that have already been checked within the calendar month, especially before the monthly updates are performed on the reassigned numbers database. It provides significant cost savings by helping you stay within your allotted tier limit.

- **Number Research:** Research any phone number processed as RND only, DNC + RND or DNC + RND + Mobile Scoring and get a complete snapshot of the processed phone number.

- **Audit:** The RND system makes the query results available only for 45 days following the date of verification. Our platform provides you with indefinite access to satisfy compliance audit requests that may occur later. Therefore, you don't have to build and maintain your own repository.

- **Reporting:** With any data operation, there are questions. Our standard reporting helps you answer those questions. Some of our out-of-the-box reports include Total Records Submitted, Remaining Transactions on your RND Tier, Total Records Returned by Response, and more...

About PossibleNOW

PossibleNOW's technology, processes and services enable relevant, trusted, and compliant interactions between businesses and the people they serve. We gain customer insights through Voice-of-Customer research to understand the expectations and emotions influencing customer behavior. We leverage that understanding when deploying MyPreferences to collect and utilize first-party data such as customer consent, preferences, and insights across the enterprise, resulting in highly relevant and personalized experiences. DNCSolution addresses Do Not Contact regulations such as TCPA, CAN-SPAM and CASL, allowing companies to adhere to DNC requirements, backed by our 100% compliance guarantee.

PossibleNOW's strategic consultants take a holistic approach leveraging years of experience when creating strategic roadmaps, planning technology deployments, and designing customer interfaces.

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