

## Guidance on network numbers and presentation numbers

The following guide is to be read in conjunction with our Line Identity Agreement which all clients are to sign before sending Calling Line Identification information to us. This document is for clarity and guidance but does not seek to replace official regulations or guidance and all Service Providers are responsible for satisfying themselves that they are adhering correctly to current standards.

Ofcom publish a comprehensive guidance on the provision of CLI, which can be found here:-

<https://www.ofcom.org.uk/phones-telecoms-and-internet/information-for-industry/telecoms-industry-guidance/calling-line-identification>

### **When and why a CLI is used**

All calls **must** have a Network Number and can also have an optional Presentation Number. Where the caller has not selected a different number for display to the recipient, these will be the same number.

The Network Number must be a line identity that comprises a unique E.164 number that unambiguously identifies the line identity of:-

- The point of which the call enters or leaves the public electronic communications network, or;
- A subscriber or terminal/telephone that has non-fixed access to a public telephone network, or;
- The first UK network and/or CP to handle the call. However, if they trust the CLI data provided, this should be used with the call.

The Presentation Number is a number provided by the caller that can identify that caller and be used to make a return or subsequent call. Unlike a Network Number, it will not necessarily identify a call's point of ingress to a public network. The requirements for a Presentation Number are:-

- It must be a valid number, complying with the international public telecommunications numbering plan. Where a UK number is used, it must be a number that is designated as a "telephone number available for allocation" in the National Telephone Numbering Plan and be shown as allocated in the National Numbering Scheme. See <https://www.ofcom.org.uk/phones-telecoms-and-internet/information-for-industry/numbering>
- It must be a dialable number, i.e. a number that is in service and can be used to make a return or subsequent call.

- It must uniquely identify the caller (individual or organisation), either because it is a number that has been allocated to them or because the user has been given permission from a third party who has been allocated the number.
- It must not be a number that connects to a premium rate service (09) or to a revenue sharing number that generates an excessive or unexpected call charge.

There are five presentation type, full details are in the Ofcom guidance, the link to this document can be found at the top of this guide.

### Steps to improve reliability of CLI presented

- a) It is the responsibility of the originating CP to ensure that the correct CLI data is generated at call origination. This applies in respect of both the network number and the presentation number.

*The network number must be one that has been allocated to the originating CP or a number that has been imported into their network. If no suitable number is provided with the call Magrathea may reject the call or insert a telephone number specifically to identify the source of the call.*

- b) The originating CP is also responsible for ensuring that the presentation number is either a CLI from a number range that has been allocated to the originating network, or seeking assurances from their customer that they are using a CLI that they have permission to use.

*Having signed Magrathea's LI Agreement you have committed to only providing validated CLIs with your calls.*

- c) CPs are expected to at least run basic checks on CLI, such as verifying the CLI has the correct number of digits and is in a suitable format. A valid CLI is defined as "a number that is designated as a "telephone number available for allocation" in the Numbering Plan and be shown as allocated in the national Numbering Scheme".
- d) General Condition C6 places an obligation on all CPs to take steps to prevent calls that have invalid or non-dialable CLIs from reaching the called party. For the originating CP, this means that they should not initiate calls that have invalid or non-dialable CLIs.

*Magrathea reserve the right to reject calls that are passed with any CLI that appears to be invalid.*

- e) All CPs must have a dispute process in place to manage any disputes about blocked calls.

*In the event that Magrathea have blocked the call you can raise any concerns by emailing [support@magrathea-telecom.co.uk](mailto:support@magrathea-telecom.co.uk) detailing the issue and we will investigate within 2 working days.*

- f) Calls to emergency service must always be connected, regardless of the validity of the associated CLI.

*Magrathea will allow any call attempts to the emergency services to pass through without validation for the safety of the user, however we do carry out post call checks to ensure compliance with CLI guidelines.*

- g) All CPs involved in the transmission of a call should do all that is technically feasible to ensure that the authenticity of the CLI data is maintained from call origination to call termination.

*Magrathea interconnect with premium carriers and endeavour to achieve a consistent and correct approach to CLI handling throughout the call path. Any failings should be reported as a matter of priority for investigation.*

- h) As the CLI identifies the end user associated with a number, the privacy choices of the end user need to be respected

*Please refer to the LI Agreement for full details on how to pass privacy settings with your calls.*

- i) It is the responsibility of the CP terminating the call to ensure that CLI data is only displayed to the end user where the caller has chosen to make this information available and the recipient of the call has chosen not to prevent the display of CLI data relating to incoming calls.

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- j) To satisfy the end user's right to prevent the display of their number, the originating provider must provide the correct privacy marking alongside the number. This marking must indicate to the recipient's network that the CLI is either available or withheld.

*Please refer to the LI Agreement for full details on how to pass privacy settings with your calls.*

- k) For calls received from a network outside the scope of GC C6, the CP at the first point of ingress to the UK networks is responsible for ensuring that the call signalling reflects UK regulation to ensure that the caller's privacy rights are respected.

For calls originating on networks to which the requirement the CGs do not apply, ie incoming international calls, the responsibility to check the validity of the CLI data falls on the CP at the point first ingress to the UK network