

## Your response

Question	Your response
<p><b>Question 1:</b> Do you have any comments on Ofcom's proposed Work Plan for 2026/27?</p>	<p>Non Confidential: The primary comment relates to “Publishing new rules and guidance to combat scam mobile messages.”</p> <p>A number of countries around the world, in some cases, supported by legislation, have implemented nation wide Protective DNS services. The scourge of cyber crime and fraud extends far beyond scam SMS messages which is simply one of many tools and tactics that organized cyber criminals use. Focusing narrowly on this topic is like building a gate with no fence either side. Infoblox has been tracking threat actors who have built massive cyber crime platforms, orchestrated through DNS. Scam SMS messages, fraudulent malvertising through web pages and social media are enabling cyber criminals to entrap victims on an industrial scale, using traffic distribution systems to automate the profiling of victims and using DNS to redirect them to the scam/fraud/malware that is most likely to succeed.</p> <p>The common denominator here is DNS. With the UK NCSC PDNS it has been proven to provide large scale protection for government organizations, schools and the NHS. There is no equivalent service to protect ordinary citizens.</p> <p>It seems that a logical extension of the Online Safety bill should be to enable telecoms operators to deploy threat intelligence on their existing DNS infrastructure to proactively block access to these threats and do so at scale. Expecting ordinary citizens to distinguish between legitimate and fraudulent lookalike domains, or expecting them to not respond to shortened URL’s that are sent as scam messages is not realistic.</p> <p>Infoblox believes that OfCom should expand on the NCSC Share and Defend concept and develop a regulatory framework to enable a nation wide capacity to protect</p>

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	<p>all citizens regardless of what telcom service they use. At home, on the road or at work.</p> <p>As a reference for the use of DNS to enable industrial scale cyber crime and fraud, Infoblox publishes its threat intelligence research here</p> <p><a href="https://www.infoblox.com/threat-intel/">https://www.infoblox.com/threat-intel/</a></p>

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