



**Consultation: Tackling scam calls –  
expecting providers to block more calls  
with spoofed numbers  
("Consultation")**

March 2024

## Do you have any views on the potential impact of the proposed change?

Sky believes that the proposed change to the *Calling Line Identification (CLI) Guidance*, namely that calls from abroad should not use UK CLI as a Presentation Number (in addition to as a Network Number) will have a positive impact in reducing potential harm from scam calls. We believe it is an appropriate and proportional change, and note that other countries have adopted similar approaches.

As Ofcom notes, “fraudsters based abroad often spoof UK CLIs to make scam calls to UK consumers”<sup>1</sup>. Customers are more likely to accept an in-bound call from an unknown number, and less likely to be suspicious, if they believe the caller to be in their own country. Removing this capability will likely minimise the amount of scam calls reaching UK customers, and ultimately reduce financial, emotional, and psychological harm that can arise from calls spoofing UK CLIs using a UK geographic or non-geographic telephone number.

Sky supported this solution as an alternative to CLI Authentication in our response to Ofcom’s consultation in June 2023 (p.5 - para 4 - Enhanced number management - international).

## Do you agree with our proposed change to Paragraph 4.19 of the CLI Guidance? If not, please explain why.

Yes, we agree with the change.

However, there remains a need to be able to distinguish between calls that are from UK callers roaming abroad, and Sky will continue to engage with NICC to manage further changes in this space.

Sky acknowledges that there are instances where use of UK presentation numbers is legitimate, such as where services are based internationally. Sky supports further discussion for a more standardised process to manage this across the industry, to mitigate risk of over-blocking. The current approach is reactive, requiring tactical steps to provide remediation (using the CLI Block Dispute process laid out in Ofcom’s CLI guidance).

## Do you agree with proposed implementation date of six months after the publication of the Statement? If not, please explain why.

We agree with the proposed six-month implementation period.

Sky

March 2024

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<sup>1</sup> Para 2.3 of Consultation