

# NUMBER MASKING



# NUMBER MASKING FOR CUSTOMER PRIVACY AND TRUST

Number masking is a service that enables two parties to have a conversation over the phone without revealing their real phone numbers to each other. This service is particularly useful for businesses that want to protect their customers' information when engaging with third parties. Instead of using the actual phone numbers, number masking uses Voice numbers to connect the calls.

Number masking can be accessed through an API or a web interface. Additionally, calls made using number masking can be recorded, providing an additional feature for businesses.

Phone number masking gives customers the ability to have conversations with their contacts without exposing personal phone numbers. For user security, the number is hidden during interactions with a business or digital platform.

## PROTECT CUSTOMER PRIVACY



### Protect your customers' identity and build trust in your business!

Customers love personalized experiences and are willing to share data. But they expect safe collaboration, and no harassment, fraud, or off-platform transactions or calls.



### Build trust and avoid violations

Customers are more likely to engage and provide repeat interactions with organizations that place privacy in the first place. Make sure that customers feel safe and build trust and loyalty.

111-111-1111

masking

222-222-2222

333-333-3333

masking

444-444-4444



# HOW IT WORKS?

Number masking is a function that enables two end users (from which one of them is starting the number masking process) to communicate among each other without knowing the private phone number of each other.

## With this API you can:

Assign numbers to number masking pools for individual applications. Reserve or release numbers in masking pools for your application. Delete and add numbers from a masking pool. Track and review interactions between application users.

## Concurrent Numbers

Use the same phone numbers in multiple sessions simultaneously for added cost savings and the optimization of resources.

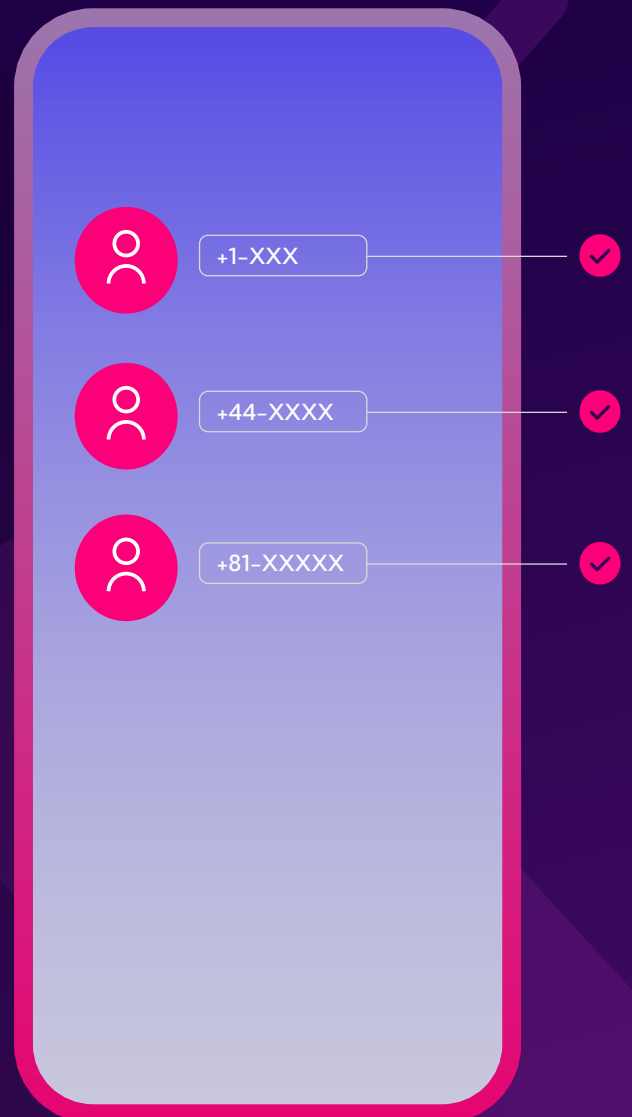
As long as the originating numbers are unique, the same masked number may be used for multiple interactions. For example, in the case of several agents working from home, the recipient's caller ID display would feature the main switchboard number of the organization, regardless of which agent responded to the request.

## Geo Match

Match country code to the origin phone number, facilitating the appearance and display of familiar numbers during incoming calls or texts.

## Coming soon

An additional feature of recording communication between the two parties.



# USE CASES

## ✓ Delivery services

Ensure notification calls between couriers and recipients take place with the application and secure the recipient's privacy.

## ✓ Dating and social apps

Number masking allows those interested in each other to communicate without having to exchange their personal numbers. This helps keep both parties safe and avoid unwanted communications.

## ✓ Ridesharing

Ridesharing and transportation companies can use number masking to start safe conversations between drivers and riders, making sure the ride takes place through a masked number. Number masking will soon have an additional feature of recording communication between the two parties, this way number masking supports **both supervision and privacy**.

Example:

- Less \$\$ for the company: drivers cancelling their rides, as they could access the private number of the customer and call them to schedule a ride without ridesharing vendor commission.
- Customer security: calling customers on their private numbers unrelated to the asked service.

## ✓ eCommerce and Online Marketplaces

Provides online marketplaces and eCommerce platforms with the ability to protect their customers' personal information during transactions.

## ✓ Healthcare

Supports the rise of online healthcare services, enabling doctors and patients to stay in contact without compromising their security and privacy. Number masking serves as a vital component in creating a privacy-centric experience and can be tailored to suit the specific needs of businesses across diverse sectors.

# WHAT IS THE MITTO NUMBER MASKING API?

Mitto's Number Masking API lets you enable communication between two parties without revealing their phone numbers to one another. With this API you can:

- Assign numbers to number masking pools for individual applications.
- Reserve or release numbers in masking pools for your application.
- Delete numbers from a masking pool.
- Search for numbers to add to your number masking pools.
- Track and review interactions between application users.

## Documentation Organization

We organize our documentation as follows:

- Read details about Mitto's Number Masking API including available endpoints, authentication, and a sample request and a response. – [Number Masking](#)
- See a list of use cases showing the capability of the API. – [Number Masking Use Cases](#)
- Review API details with the reference page, which shows each individual request and response parameter. – [Number Masking API Reference](#)



# GET STARTED WITH MITTO NUMBER MASKING

## Sign up for a Mitto Account

To get started with Mitto, do the following:

1

Sign up for a Mitto account at <https://www.mitto.ch/contact/> or write to [info@mitto.ch](mailto:info@mitto.ch).

2

Submit the IPs you want to use for requests. They must be whitelisted on Mitto's system.

3

Mitto will respond with your API key and confirmation that your IP addresses and callback URL are configured.

For more details, refer to the [Number Masking Use Cases](#) section.

## AUTHENTICATION

Mitto's Number Masking API uses basic authentication for each request. Basic authentication is a simple authentication method that's built into the HTTP protocol. You send HTTP requests with an Authorization header formatted like so:

```
Authorization: Basic base64(accountID:API key)
```

In the example, you would replace `base64(accountID:API key)` with a base64-encoded string where the string consisted of `"accountID:API key"`.

For examples of requests using basic authentication, refer to [Number Masking Use Cases](#)

