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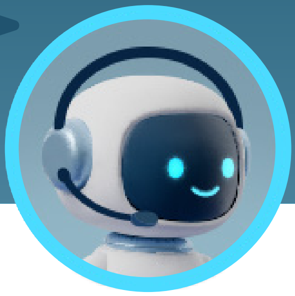

FCC Proposals Explained: Offshore Calling and Caller ID Transparency

In the March 2026 Open Commission Meeting, the Federal Communications Commission (FCC) zeroed in on two areas that have long defined how telemarketing operations function, where calls are made and how callers identify themselves.

Through two proposals, one targeting **offshore call centers** and another focused on so-called **"white labeling" practices**, the FCC signaled a clear priority: transparency. Not just in theory, but in a way that directly impacts scripts, staffing models, technology, and vendor relationships.

A Closer Look at Offshore Call Centers

The FCC's Notice of Proposed Rulemaking on offshore call centers reflects growing concern about consumer experience, data security, and the role foreign-based operations may play in illegal robocalling activity.

While offshore support has long been a staple of cost-efficient calling strategies, regulators are now questioning whether that efficiency comes at the expense of transparency and control.

At the heart of the proposal is the idea that consumers should know when they are speaking to someone outside the United States and should have a meaningful choice in that interaction.

Companies may soon be required to disclose the geographic location of call agents early in the conversation and, notably, provide an option to transfer to a U.S.-based representative upon request.

That seemingly simple requirement has deeper operational implications. It introduces the need for:

- Real-time routing flexibility
- Additional staffing consideration
- Tighter coordination between domestic and offshore teams.

It also creates a new compliance touchpoint at the very beginning of the call, where disclosures must be both clear and consistent.

Beyond disclosures, the FCC is exploring limits on how heavily companies can rely on offshore agents, as well as restrictions around the types of data those agents can handle.

If adopted, these measures could fundamentally reshape how organizations structure their calling programs, particularly those that rely on offshore teams for high-volume or sensitive interactions.

From a compliance standpoint, this proposal raises the bar for oversight. Telemarketers will need greater visibility into how offshore vendors operate, how data is handled, and how compliance is monitored across borders.

Rethinking "White Labeling" and Caller Identity

Alongside its focus on offshore calling, the FCC is advancing proposals aimed at improving the accuracy and reliability of caller identification information.

While often described in the industry as "white labeling," the FCC's focus is more precisely on ensuring that caller identity information, particularly the caller's name, is accurate, verified, and consistently transmitted across the call path.

Under the proposed framework, providers may be required to display a verified caller name when available and to take reasonable steps to confirm the accuracy of that information before it is transmitted.

These proposals build on existing STIR/SHAKEN authentication requirements but go further by addressing a key gap: even when a call is technically authenticated, consumers often still do not know who is calling.

By pairing authentication with verified identity information, the FCC aims to reduce confusion and restore trust in legitimate calls. The FCC is also exploring the use of standardized technologies, such as Rich Call Data (RCD), to enable the secure transmission of additional caller information, such as business names or call purpose, to consumer devices.

While branded calling solutions exist today, the FCC's approach signals a move toward more consistent and validated identity presentation across providers.

Separately, regulators have begun examining practices such as number rotation and large-scale DID usage in other proceedings, reflecting a broader concern with tactics that may make it more difficult to trace or block unwanted calls.

While those issues are not the central focus of the caller ID rulemaking, they point to an increasingly comprehensive effort to improve transparency and accountability in outbound calling.

Preparing for What Comes Next

Although these rules are still in the proposal stage, they signal where possible enforcement is heading, and waiting for final adoption may leave little time to adjust.

Organizations should start evaluating how their current programs align with these expectations, including offshore dependencies, caller ID practices, and whether their systems can support new disclosure and routing requirements. At the same time, vendor accountability will be critical, as regulators continue to scrutinize the full call path.

For those that adapt early, this shift is more than a compliance exercise, it's an opportunity to build more transparent, trustworthy engagement strategies in an increasingly accountability-driven calling environment.

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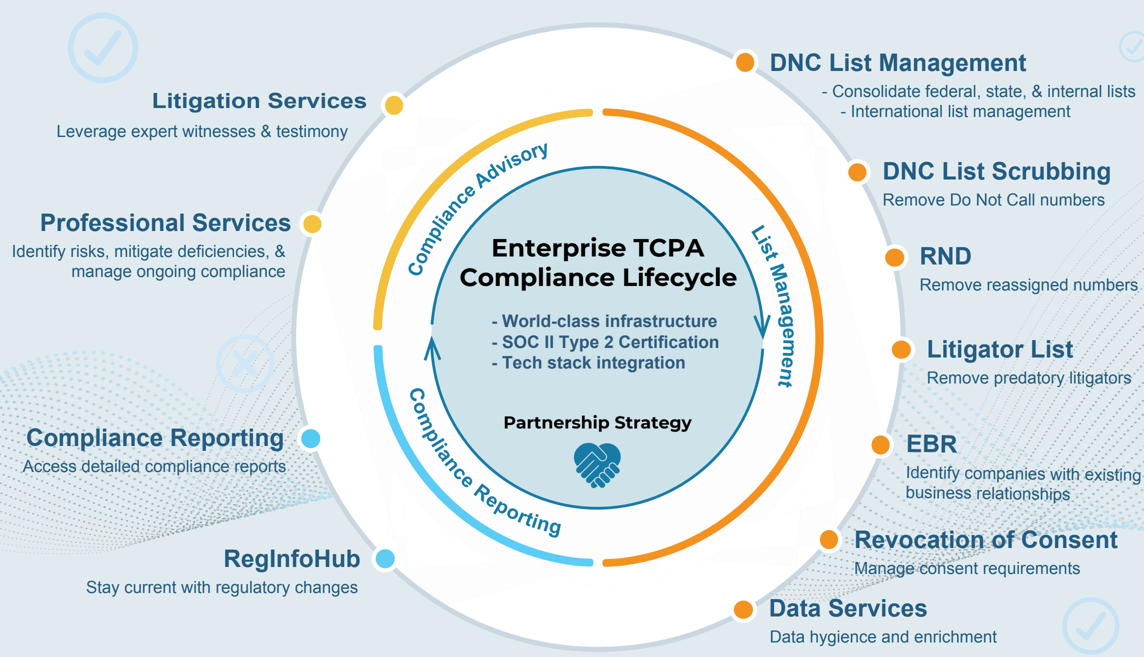

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