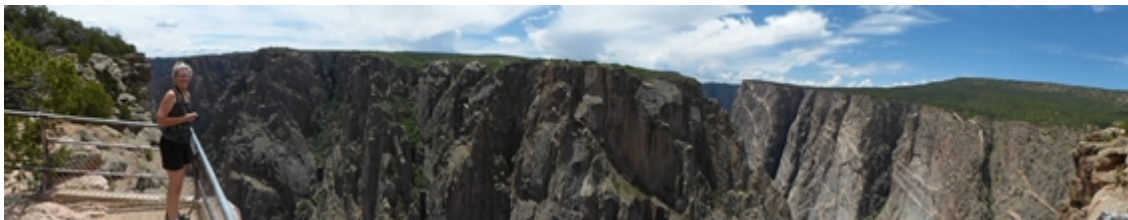


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Kerno.biz LLC Newsletter

September 2019



Black Canyon of the Gunnison

I hope everyone had a good summer. Michelle and I took a number of long weekend trips around the state and had a wonderful time at [Black Canyon of the Gunnison](#), [Taylor Park Reservoir](#), Crested Butte ([Wild Flower Festival](#)) and Trinidad ([Blues Festival](#)) among other trips. But the one thing I could not get away from during these trips was robo and junk cold calls. I know everyone is going through the same thing so I thought it would be good to go over a few strategies for dealing with the onslaught of junk telephone calls.



Taylor Park Reservoir

Also, my apologies if you have not been receiving my email newsletters this past year. About a year ago I began to notice that my email newsletters were going into many of my client's Spam/Junk folders instead of their Inboxes. Basically, the top level email systems have initiated new techniques of

boggling number of steps dealing with [SPF](#), [DKIM](#) and [DMARC](#) settings that businesses and organizations must now setup if they want their emails to be authenticated properly to end up in your Inbox. If you use mass email services such as [Mailchimp](#), [Constant Contact](#), [iContact](#), etc. for your business or organization and your emails are ending up in your client's spam/junk folders, let me know and we can setup email authentication for you. BTW, if you would like to see any of my past newsletters you can see all of them [here](#). But enough about that, on to my latest newsletter...

Robo/Junk Callers and Caller ID Spoofing

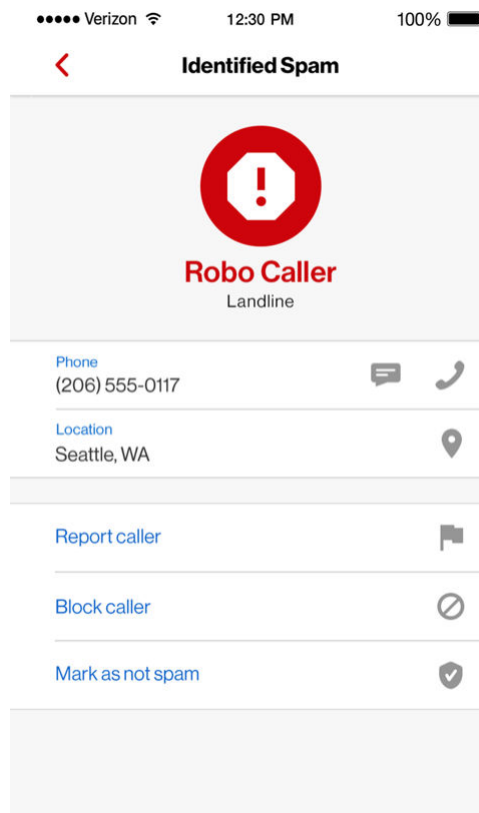
This summer we have all seen a dramatic increase in the number of junk phone calls that we receive on our home phones and cell phones. The [FCC is on the case](#) and hopefully they will be able to pressure or regulate the telephone industry to cut down on the number of fake calls that we all receive. In the past we used to be able to rely on Caller ID to accurately tell us who was calling. But these days calls are mostly routed through the Internet and callers are able to "fake" or "spoof" Caller ID. So for now when you see the "IRS" is calling, don't believe it ([report to IRS](#)). Hopefully in the near future we can start to rely on Caller ID again, but for now, don't believe what you see on Caller ID.

Here are some strategies for dealing with the rise in robo and junk calls:

1. The number one strategy is to not answer the phone anymore if it is not one of your contacts calling. If the caller is not in your address book then their name will not popup, so let the caller go to voicemail and leave a message. Then you can decide to call them back or not. You never want to engage with a fake caller by talking to them or pressing any buttons, so this strategy will prevent that from happening.
2. Make sure to add all your contacts to your phone's (cell and landline) address book. That way you can instantly see on the screen who is calling. Again, don't rely on Caller ID to do this for you, make sure your contacts are stored in your phone's address book. Your cell phone address book can also synchronize with your computer to make it easier to type them in. Older landline phones can also have their own address books, but you would have to manually add each contact into the address book. [New landline phone systems](#) can integrate with your cell phone using Bluetooth to import your address book simplifying the process for

and landline.

3. Add your numbers (home and cell) to the free National Do Not Call Registry by going to www.donotcall.gov or calling 888.382.1222. If you are not sure whether you have done this or not you can verify your number on the website.
4. Check with your phone provider to see if they offer a service or an app to cut down on junk calls. [Verizon Wireless has the Call Filter app.](#) [AT&T has the Call Protect app.](#) [T-Mobile has the Name ID app.](#) [Sprint has My Sprint options.](#)



5. Use a third party app such as [Hiya Caller ID and Block](#) (mobile), [Nomorobo](#) (some landlines & mobile), [RoboKiller](#) (mobile) or [Truecaller](#) (mobile). I have been using the free version of Hiya for a few months now and it works pretty well. If you would like to learn more, [PC Magazine](#) has a good article about each of these services.
6. Report calls to the FTC. If you have the time and want to report the junk call, it will help the FTC to know what calls are still getting through to you. [Report unwanted calls here.](#)

contacts calling. If the caller is real they will leave a message. Let me know if you need help setting any of this up.



FTC - How to Stop Calls on My Mobile Phone

More Info

[FCC demands robust call authentication systems](#)

[FCC tips to stop unwanted robocalls and texts](#)

[National Do Not Call Registry](#). You can also do this by calling the registry at 1-888-382-1222 from the number you want to protect.

[FTC - Summer Film Series: Unwanted calls to your mobile phone](#)

[FTC - Report unwanted calls](#)

[PC Mag - How to Block Robocalls and Spam Calls](#)

[HuffPost - How To Stop Annoying Robo And Scam Calls Once And For All](#)

[Consumer Reports - Robocall blocker review](#) (landline phone blockers)

Stop robocalls and telemarketers with [Nomorobo](#) (some landlines & mobile)

[AT&T Call Protect app](#) (mobile)

[T-Mobile Name ID app](#) (mobile)

[Sprint has My Sprint options](#)

[New landline phone systems that integrate with cell phone address books](#)

[Panasonic's Cell Phone Compatibility Lists](#)



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