

AG Fitch Issues Warning to Company Transmitting Robocalls



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Lynn Fitch

(Jackson, Mississippi) Today, Attorney General Lynn Fitch sent a letter to iDentidad Advertising Development LLC, also known as iDentidad Telecom, warning the company that it is transmitting suspected illegal robocall traffic and should stop immediately or face legal consequences.

"Robocalls are not only annoying and disruptive to our everyday lives, but they are often used to perpetrate scams," **said Attorney General Lynn Fitch**. "It is clear that iDentidad is flagrantly disregarding its responsibilities to safeguard Mississippi consumers and enough is enough. I am proud to stand with my colleagues to protect Americans from these unsolicited calls."

AG Fitch is part of the bipartisan Anti-Robocall Multistate Litigation Task Force of 51 attorneys general, which investigates and takes legal action against those responsible for routing illegal robocall traffic into and across the United States.

In the letter, the attorneys general explain that iDentidad received nearly 200 traceback notices for calls the company routed to the U.S. telephone network that mostly came from outside the country. There were large numbers of calls that were illegal or part of suspicious robocall campaigns. Some of these traceback notices concerned illegal and/or suspicious calls about IRS/Social Security Administration government imposters, utility scams, financial scams, and spoofed calls impersonating the Illinois Attorney General's Office. Today, the Federal Communications Commission (FCC) also sent a cease-and-desist to iDentidad.

Last year, [AG Fitch sued](#) Avid Telecom for allegedly initiating and facilitating billions of illegal robocalls to millions of people and violating the Telephone Consumer Protection Act, the Telemarketing Sales Rule, and other federal and state telemarketing and consumer laws.

AG Fitch has also [called on the FCC](#) to clarify the federal rules requiring

telemarketers to obtain consent between an individual consumer and one specific seller or business entity before making telemarketing robocalls and texts.

A copy of the letter is available [HERE](#).

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