



THE LATEST NEWS, VIEWS, & ANNOUNCEMENTS

INSIDE

**CEO Perspective: Strengthening Cybersecurity**

-By Steve Bock, Founder & CEO

In this edition of *The Subsentio Wire*, we address a matter of paramount importance recently impacting the communication service industry. We provide an in-depth analysis of the significant breaches at major CSPs, underscoring the sophisticated cyber threats we all currently face.

At Subsentio, we are committed to upholding the highest standards of security and privacy. Our comprehensive Information Security Program is designed to counter advanced threats and safeguard your data. We firmly believe that security is a collective responsibility, and we are dedicated to supporting you through enhanced communication and educational initiatives in the forthcoming months.

The recent breaches have highlighted the critical need for vigilance and proactive measures in cybersecurity. As cyber threats grow more sophisticated with groups like Salt Typhoon targeting sensitive data and critical infrastructure, it is imperative that we remain steadfast in our efforts to protect our clients and their information.

In response to these events, we have intensified our efforts to provide you with the necessary tools and knowledge to

enhance your security posture. Over the next several months, we will increase our communication through emails, webinars, and other vehicles aimed at raising awareness, preventing breaches, and fostering a culture of security within your organization. By working together, we will create a more secure environment for all.

We are actively engaging with regulatory bodies, such as the FCC and CISA, to develop policies and practices that enhance cybersecurity across the industry. We are committed to not only protecting our clients but also shaping the future of cybersecurity standards and practices.

We extend our gratitude for your continued trust in Subsentio. Your confidence in our ability to protect your data and ensure the integrity of our services is the cornerstone of our mission. We remain dedicated to maintaining the highest standards of security and privacy, and we are here to support you every step of the way.

Together, we will navigate these challenging times and emerge stronger, more resilient, and better prepared to face the future. Should you have any questions, please contact us at [security@subsentio.com](mailto:security@subsentio.com).

**Security Breaches**

After a major security breach involving two U.S. communication service providers, we discuss our comprehensive Information Security Program, which is designed to protect our clients' critical data.

**Company Spotlight**

In this edition, we spotlight Confluence Marketing, a platform designed to improve team collaboration through automation, AI, and digital work spaces.

**Corporate News**

Our greatest asset are the people who have dedicated their careers to the mission. In this edition, we are proud to highlight several internal team promotions and new hires.

## A Response to High-Profile Security Breaches in the News

-By John Scaggs, Chief Operating Officer

A significant event shook the communication service industry last year, and the ripples continue to impact our industry. This is the most crucial event in CALEA since the FCC ruled that CALEA applied to VoIP and broadband Internet communications twenty years ago.

Last August, *The Washington Post* reported a security breach of two major U.S. communication service providers. *The Wall Street Journal* (WSJ) picked up the story with a bombshell report regarding breaches at some of the biggest communication service providers in the United States. With detailed follow-on stories, the disclosed situation has only gained prominence and gravity.

The WSJ article outlines how the networks were penetrated by threat actors working on behalf of the Chinese government, commonly known as Salt Typhoon. Unlike other disclosed breaches and hacks, the court-authorized wiretapping systems were involved in the hack. Sources have indicated that the hack is worse than what has been widely reported and could be the most significant counterintelligence breach in U.S. history as indicated by some industry reporting.

The ramifications are widespread as Congress holds closed-door hearings, and the FCC and CISA are involved. Subsentio is providing background information for elected officials, fielding inquiries from journalists for technical details, and showing evidence of ongoing security scans and detailing the multi-level approach to our layers of information security.

As the leading trusted third party, we balance the interests of legitimate law enforcement requests and our many hundreds of communication service providers who want to ensure they comply with the law and honor privacy rights. This balance helps us join in the effort to see justice served and lives saved.

As cyber threats grow more sophisticated, with groups like Salt Typhoon targeting critical infrastructure and sensitive data, we want to reaffirm Subsentio's unwavering commitment to protecting your data and ensuring the integrity of our services.

Our comprehensive Information Security Program is specifically designed to address advanced threats, leveraging a structured, multilayered approach that aligns with leading cybersecurity frameworks.

The FCC issued a [Notice of Proposed Rulemaking](#) (NPRM), and we plan to comment as industry experts. In general, the NPRM asks what steps can be taken to help prevent and quickly identify breaches. Following the lead of efforts in other government sectors, the FCC proposes an annual certification attesting that the provider has created, updated, and implemented cybersecurity and supply chain risk management plans. If you have any feedback that we should include in our comment to the FCC, please contact us at [security@subsentio.com](mailto:security@subsentio.com).



### Are you prepared?

#### Customer Proprietary Network Information

Are you familiar with how consumer privacy laws apply to the communication space? Do you need to brush up on how your business may be impacted by changing privacy laws?

Stay tuned for more information on CPNI from the experts at Subsentio and partners.

# Confluence Marketing: Revolutionizing Team Collaboration

-By Tamara Moorman, Commercial Manager

In today's fast-paced digital landscape, effective collaboration is the cornerstone of successful marketing campaigns. Confluence Marketing, a platform designed to streamline and enhance team collaboration, is making waves in the industry by transforming the way marketing teams operate.

Confluence Marketing is a digital workspace that enables marketing teams to brainstorm, coordinate, and launch campaigns seamlessly. It provides a centralized hub where team members can share ideas, track progress, and collaborate in real-time. This platform is particularly beneficial for marketing teams looking to break down silos and enhance their workflow efficiency.

Confluence Marketing's key features include:

- **Collaborative Whiteboards:** Confluence Marketing offers interactive whiteboards that allow teams to brainstorm and visualize their ideas collectively. This feature is perfect for planning go-to-market strategies and creative brainstorming sessions.
- **Templates and Macros:** Confluence Marketing provides a variety of templates and macros designed to simplify creating marketing materials. These tools help teams maintain consistency and save time on tasks.
  - **Automation and AI:** Confluence Marketing leverages automation and AI to streamline workflows. This includes automating routine tasks and providing intelligent insights to help teams make data-driven decisions.
  - **Integration with Other Tools:** Confluence Marketing integrates with other marketing tools, allowing teams to consolidate their workflows and reduce the need for multiple applications.
  - **Enhanced Communication:** With built-in communication tools, Confluence Marketing ensures that team members stay connected and informed. This feature is crucial for remote teams or those working across different time zones.

Confluence Marketing provides several benefits for marketing teams, including:

- **Improved Collaboration:** By providing a centralized workspace, Confluence Marketing helps teams collaborate more effectively, reducing the chances of miscommunication and ensuring everyone is on the same page.
- **Increased Efficiency:** Confluence Marketing's automation features and templates save time and reduce the workload on team members, allowing them to focus on more strategic tasks.
- **Better Decision-Making:** With access to real-time data and intelligent insights, marketing teams can make more informed decisions, leading to more successful campaigns.

Confluence Marketing is a game-changer for marketing teams looking to enhance their collaboration and streamline their workflows. By leveraging its powerful features, teams can launch more effective campaigns and achieve their marketing goals more efficiently. Whether you're a small startup or a large enterprise, Confluence Marketing offers the tools you need to succeed in today's competitive market. For more information, visit [Confluence Marketing](#).

## CORPORATE NEWS



### Subsentio is Growing!

We are pleased to announce several promotions in our Trust & Safety team. **Audrey Hovermale** and **Destinee Juarez** were both promoted to **Trust & Safety Team Lead**. Additionally, **Joel Bannister** and **Makayla Clark** were both promoted to **Trust & Safety Analyst**.

We are also pleased to announce several new hires to our Trust & Safety team. We welcome **Nathaniel Fossett**, **Meryem Majaoudou**, **Robert Nunez**, **Jennifer Houchins**, and **Amara Ceresi**.

We are proud of our growing Trust & Safety team. Thank you for all your hard work!