SOUNDS PHISHY

Investigating how to protect consumers against phone phishing.

PROBLEM

In 2018, imposter scams were the top consumer complaint to the FTC, and the main method of contact was by phone.

$429 million was reported lost, with a median loss of $840.

SOLUTION

Freeline is a mobile app that uses NLP analysis to conduct real-time phone scam detection during a phone call. It aims to protect consumers from phone phishing by detecting and warning users of malicious activity.

ARCHITECTURE DIAGRAM

DESIGN CONSIDERATIONS

- Allowing user control in turning on/off analysis
- Providing audible consent disclosure
- Preventing personal info from being collected

“The person you are calling is using a screening service and will receive a transcript of this conversation.”