



Driver–Customer Privacy with Number Masking API



Why Privacy Matters



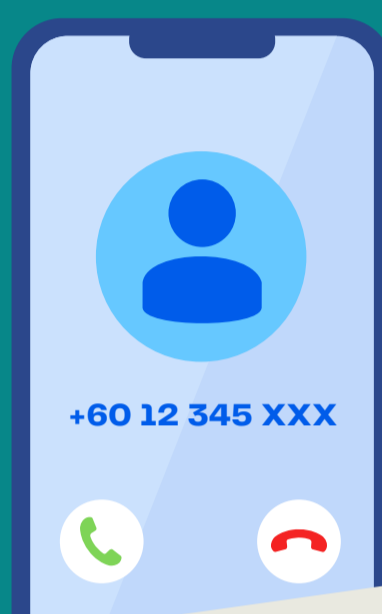
Drivers and riders need to communicate, but sharing real numbers can lead to unwanted contact outside the platform.

Masking protects both sides while keeping communication secure and traceable within the app.

What Number Masking Does

Number masking replaces real phone numbers with temporary, virtual ones.

Drivers and customers can call normally without ever seeing each other's actual contact details.



Private

Secure

Controlled

How It Helps Platforms



Protects personal data
No real numbers are exposed.



Prevents revenue leakage
Keeps communication on-platform.



Professional caller experience
Standardized business or local numbers.



Strengthens compliance
Calls and logs remain auditable.



Frictionless to users
No extra steps, no new apps to download – just safer communication that works exactly like a normal call.



Why Use 8x8 Number Masking API

Built for fast-moving mobility platforms that need privacy at scale.



For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com