**Guidelines on Display**

* Full attestation (A) should result in a positive display.
* The positive display should be associated with the “number” since that is all that is being attested.  The positive display should **not** be associated with the “name”.  The placement of the positive indication is important so that it implicitly conveys this message.
* Any other level of attestation (i.e., B or C) should ***not*** result in a positive display to the user.
* Any negative indication should only come from analytics and cannot be derived directly from STIR/SHAKEN.
* Consumer education is critical. The user tests clearly show that users are confused about exactly what the various options for display mean, and how much they should trust it.
* Display guidelines are still needed to help individual carriers follow a consistent approach, and so we don’t further confuse the end user (they are confused enough already).
* When the original display framework document was published, there wasn’t enough data to draw firm conclusions or to make specific recommendations. With these latest studies it appears we may be able to begin drawing conclusions. As a result, it was noted that during the next meeting, high-level rules/guidance (or at the very least, common themes) will be proposed for consideration by the IP-NNI TF to decide if there is consensus on more detailed display framework guidelines.