# Introduction to Short Message Service (SMS) Sender Registration Scheme ("Scheme")





### **Background on Implementation of the Scheme**

- OFCA has always been committed to, from the perspective of telecommunications services, cooperating with the Police's enforcement actions to combat the transmission of fraudulent calls and SMS through telecommunications networks
  - In recent years, the problem of fraudulent SMS has been worsening. The Police has received a number of reports about fraudulent SMS sent to mobile users by fraudsters masquerading as banks and telecommunications service providers
  - Following the launch of the Scheme, members of the public can easily identify the authenticity of the SMS senders so as to reduce the risk of deception by fraudulent SMS





#### **Establishment of the Scheme**

- Newly introduced prefix " ## "
  - Identify "Registered SMS Sender IDs"
  - ldentify whether an SMS is sent by a Registered Sender easily



 The Scheme is not applicable to SMS which receiving parties are expected to reply to the senders via their phone numbers





## Registration of "SMS Sender IDs"

- Participating company/organisation needs to register with OFCA
  - as a "Registered Sender"
  - □ for SMS Sender ID(s) with prefix "#"
    - "is positioned at
      Beginning of SMS Sender ID
      Beginning of SMS content



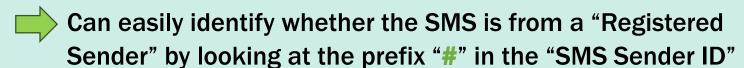
 Only Registered Senders can send SMS using their Registered SMS Sender IDs with prefix "#" to local subscribers of mobile services in Hong Kong

Remark: The length of "Registered SMS Sender ID" should be 3 to 10 alphabets, numbers or special characters (excluding "#")



# Receipt of SMS from "Registered Senders"

Members of the public receiving SMS in HK



- Service is provided by mobile service providers free of charge
  - Prior application
  - Installation of mobile app
  - Change of handset settings





# Implementation of the Scheme and Participating Companies/Organisations

 The Scheme was first launched by the telecommunications sector on 28 December 2023. Major telecommunications service providers have started sending SMS using "Registered SMS Sender IDs" with prefix "#"



- Police joined the Scheme from 2 January 2024
- Major Banks joined the Scheme from 28 January 2024 as well



# Checking of "Registered Senders" and their corresponding "Registered SMS Sender IDs"

- Check the SMS Sender Registry at OFCA's website www.ofca.gov.hk/ssrs
  - Registered Senders
  - their Registered SMS Sender IDs with prefix "#"

Look for a Hashtag
"#" for Registered
Senders!

 OFCA will update the Registry to include new participants in the Scheme in the future







### Conclusion

- The Scheme aims at helping members of the public identify SMS sent by "Registered Senders"
- Under any circumstances, upon receipt of SMS from unknown senders
  - Stay highly vigilant
  - Never disclose personal information, bank account numbers or credit card details, or transfer money to unidentified senders upon their request
- OFCA will review the implementation of the Scheme and assist government departments / bureaux and other interested organisations in participation in the Scheme



### **Thank You**

