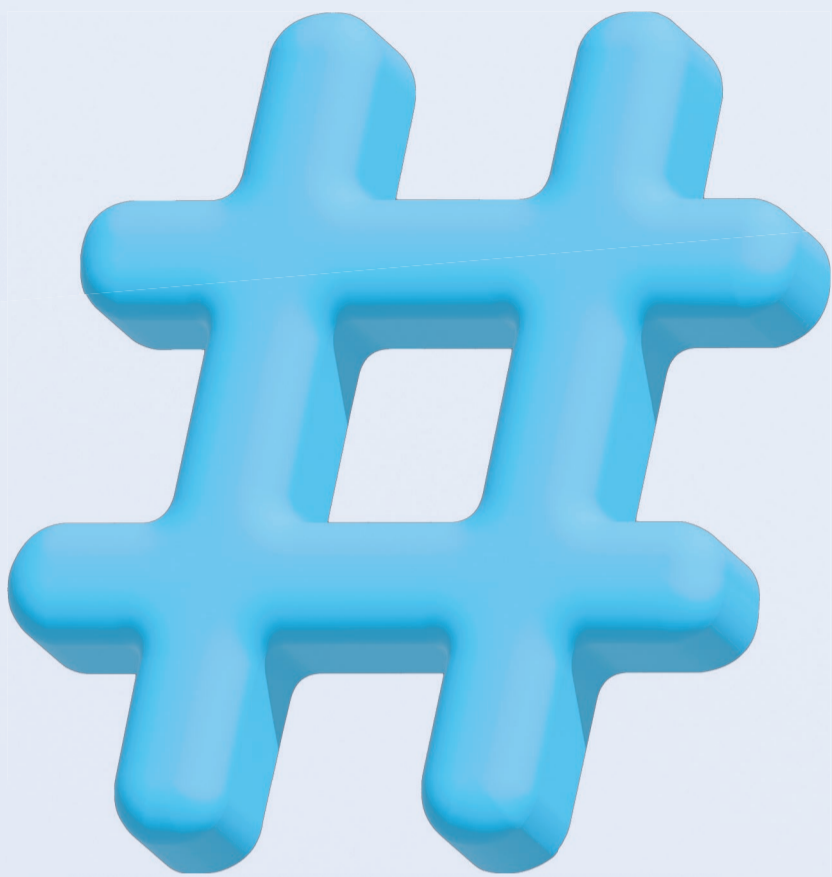




通訊事務管理局  
COMMUNICATIONS  
AUTHORITY

短訊發送人  
有#有認證



# 然有序!

Look for a Hashtag “#”  
for Registered Senders!

## 「短訊發送人登記制」現已實施 SMS Sender Registration Scheme has been launched

為協助市民識別短訊發送人的身分，所有已登記參與「短訊發送人登記制」的公司或機構，會使用其以「#」號開頭的「已登記的短訊發送人名稱」發出短訊<sup>1</sup>予本地流動服務用戶<sup>2</sup>。

主要銀行、電訊商及個別政府部門已經參與「短訊發送人登記制」，其他機構會陸續加入。

In order to help members of the public verify the identities of SMS senders, all companies or organisations participating in the SMS Sender Registration Scheme ("Scheme") have started using "Registered SMS Sender IDs" with prefix "#" to send SMS<sup>1</sup> to local subscribers of mobile services in Hong Kong<sup>2</sup>.

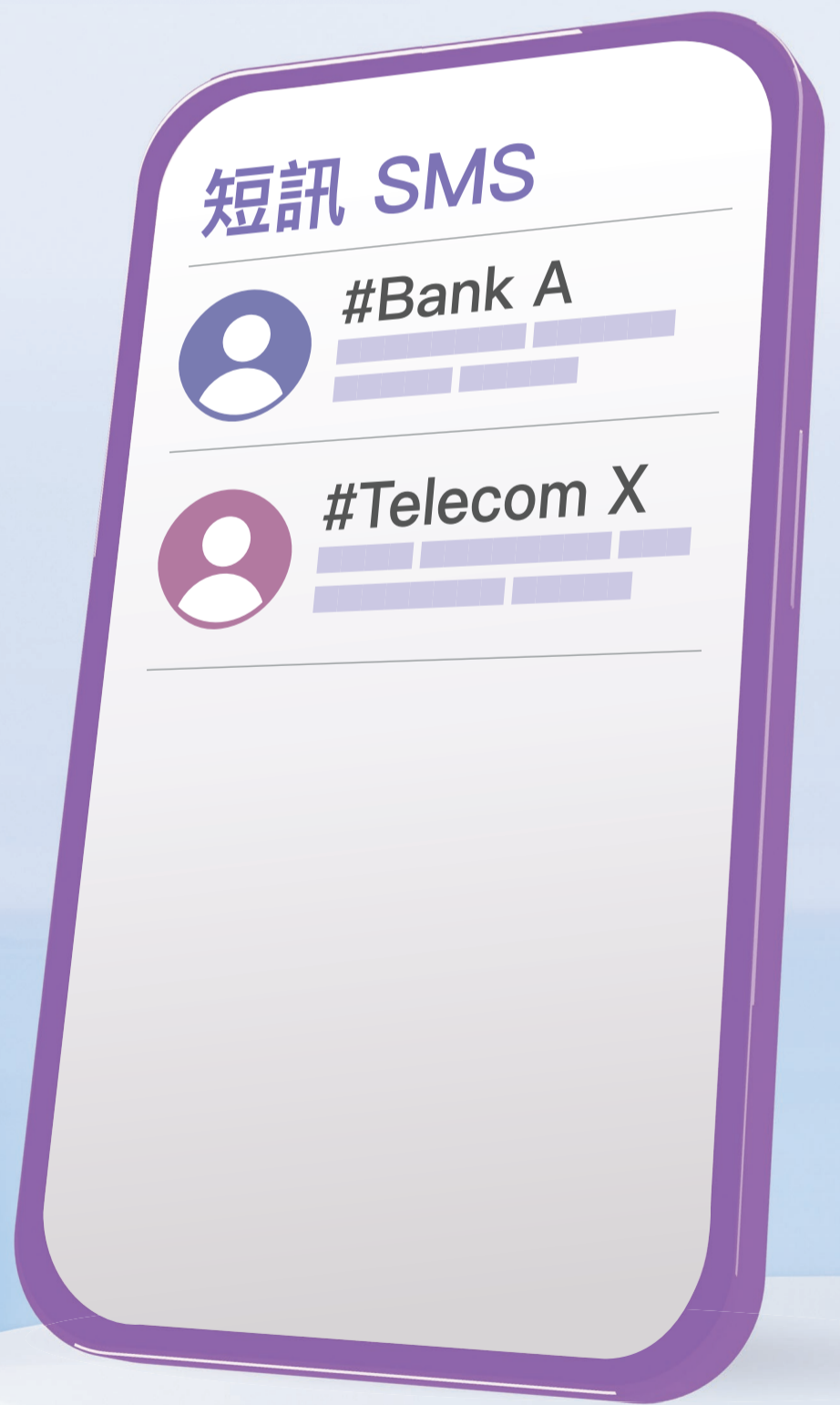
Major banks, telecommunications service providers and some government departments have joined the Scheme. Other organisations will follow progressively.



「短訊發送人登記制」詳情:

Details of SMS Sender Registration Scheme:

[ofca.gov.hk/ssrs](http://ofca.gov.hk/ssrs)



備註 Remarks

1. 「短訊發送人登記制」並不適用於可供接收者以發送人號碼直接回覆的短訊。這些短訊的發送人名稱一般是純數字的號碼，以方便接收者直接回覆。如用戶收到該等短訊，對其發送人身分有任何懷疑，在回應前宜先向發出該短訊的公司或機構查證。2. 本地流動服務用戶指由香港電訊服務供應商提供服務並在香港境內使用有關服務的用戶。1. The Scheme is not applicable to SMS of which receiving parties are expected to reply to the senders via phone numbers. The Sender IDs of these SMS usually contain numeric digits only to facilitate direct reply by the recipients. If a subscriber receives such SMS and has any doubt about the identity of the sender, he/she should immediately contact the relevant sender for verification before responding. 2. Local subscribers of mobile services in Hong Kong refer to subscribers of services provided by Hong Kong telecommunications service providers and for use within the territory of Hong Kong.