**NOTES:**

The Office of the Communications Authority (“OFCA”) issued the “Guidelines on Registration of Sender IDs and Sending of Short Messages and Multimedia Messages” (“Guidelines”) in October 2023 (revised in April 2024) to provide practical guidance to Registered Senders for sending SMS to local subscribers of mobile services in Hong Kong through registered SMS service providers and registration of Sender ID(s) with prefix “#”. The applicant should carefully study and note the obligations of a Registered Sender and the use of Sender ID(s) with prefix “#” therein before completing this application form. Unless the context requires otherwise, the terms used in this application form shall have the same meaning as in the Guidelines.

The applicant should note the following salient points regarding the application for Sender ID(s) –

1. Registration of Sender ID(s) is on a first-come-first-served basis.
2. No sharing of Sender ID(s) is allowed between registered senders unless otherwise approved by OFCA.
3. Sender ID(s) cannot be transferred between registered senders unless otherwise approved by OFCA.
4. The proposed Sender ID(s) should be directly associated with the applicant’s company/organisation name and/or brand name(s) and commonly known by the public. At the request of OFCA, the concerned Sender should provide OFCA with additional documents to justify its participation in the Scheme and the use of the proposed Sender ID(s).
5. The proposed Sender ID(s) should follow the format stated in paragraph 6 of the Guidelines.
6. OFCA may disclose to the public the name of Registered Senders and their Sender IDs.
7. Applicant is obligated to comply with the requirements stipulated in the Guidelines. Failure to comply with such requirements might result in cancellation of the applicant’s Sender ID(s).
8. Having received the application, OFCA may require further information or clarification from the applicant. All documents submitted to OFCA will not be returned. OFCA has the sole and absolute discretion in assessing the application and deciding whether the applicant will be accepted for registration as a Registered Sender and if so, which Sender ID(s) can be used for registration. OFCA may reject any Sender ID(s) under any application, suspend the use of any Sender ID(s), remove any Sender ID(s) from the Registry, or take such other actions as OFCA deems necessary or desirable in its sole and absolute discretion.
9. The applicant has to complete the application in all parts. Incomplete application form will not be processed by OFCA.
10. The completed application form, together with the required supporting documents, should be submitted to OFCA via any the following means –
    1. in person or by post to OFCA

29/F, Wu Chung House, 213 Queen’s Road East, Wan Chai, Hong Kong

(Attention: Principal Regulatory Affairs Manager (R23)); or

* 1. by e-mail to [smsid@ofca.gov.hk](mailto:smsid@ofca.gov.hk).

1. Upon successful application, the applicant is required to –
2. migrate all their SMS (except those SMS of which receiving parties are expected to reply to the senders via the phone numbers provided in the sender ID(s)) by using its Registered Sender ID(s) with prefix “#” so as to avoid confusion to the public unless otherwise justified;
3. implement internal control procedures for sending SMS using its Registered SMS Sender ID(s) with prefix “#” via its registered SMS service provider(s) in a secured manner and to prevent unauthorised access of its IT systems for sending such SMS; and
4. adopt administrative arrangements for prevention of employees from sending any SMS for official purposes through ordinary mobile numbers as far as practicable.
5. Enquiries concerning the application may be sent to the email address: [smsid@ofca.gov.hk](mailto:smsid@ofca.gov.hk).

Supplementary Notes on the Provision of Personal Data

1. The provision of personal data in this application form is voluntary. If the applicant does not provide sufficient information, OFCA may not be able to process the application.
2. The personal data provided by the applicant in this form will be used by OFCA or OFCA’s appointed agent(s) for processing the application and by the Communications Authority for performing its functions, or exercising its powers under the Telecommunications Ordinance (Cap. 106).
3. The personal data provided by the applicant in this form may be disclosed to other government departments/agencies in connection with the assessment of the application.
4. The personal data of the designated contact provided by the applicant in this form may be disclosed to registered SMS service providers and OFCA’s appointed agent(s) for checking the identity of Registered Senders.
5. Personal data will be handled in accordance with the relevant provisions of the Personal Data (Privacy) Ordinance (Cap. 486).
6. The applicant has a right of request for access and correction with respect to her/his personal data. The right of access includes the right to obtain a copy of the personal data provided by the applicant, though a charge may be levied on obtaining such information.
7. Enquiries concerning the personal data collected by means of this form, including the making of request for access and correction, should be submitted in writing to the Personal Data Officer, Office of the Communications Authority, 29/F, Wu Chung House, 213 Queen’s Road East, Wan Chai, Hong Kong; or sent by fax to 2187 3104.

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| **PART A** | **Particulars of APPLICANT AND DESIGNatED CONTACT** | |
| 1. Name of the Applicant:   (English):  (Chinese): | | |
| 1. Background of the Applicant:   2.1 Industry Sector to which the Applicant belongs:  (Please enter the **Sector Code** of the most relevant Industry Sector and the name of the **Industry Sector** from the full list in **Annex 1.** If no Sector Code is found applicable, please specify below.)     * 1. Principal business activities of the Applicant:      * 1. Website:      * 1. Registered office address of the Applicant:      * 1. Correspondence address of the Applicant:      * 1. Descriptions on the major shareholders, company/organisational structure and details of directors and key officers (Please provide a copy of “Form NAR1 - Annual Return” filed to the Companies Registry or other equivalent document): | | |
| 1. The Applicant should have establishment in Hong Kong and provide a **certified true copy** of the identification document (e.g. Business Registration Certificate, Certificate of Incorporation etc., or equivalent supporting evidence if the above documents are not available) by a recognised certified public accountant / lawyer / notary public. The aforesaid document should be sent to OFCA **by BOTH post and email** in accordance with addresses stated under Note 10 of this application form: | | ☐ Provided |
| 1. Name of the Designated Contact: | | |
| 1. Position of the Designated Contact: | | |
| 1. Telephone No. of the Designated Contact: | | |
| 1. Mobile No. of the Designated Contact: | | |
| 1. E-mail Address of the Designated Contact: | | |
| **PART B1** | **Particulars of Sender ID(s)** | |
| **New**  **Application** | 1. List of Requested Sender ID(s) (start with prefix “#”, followed by three (3) to ten (10) characters): (Please provide the list in a separate Excel file if required.) | |
| 1. List of participating Registered SMS Service Provider(s) (“RSSP(s)”) that the Applicant works or intends to work with for sending SMSRS:   (Please refer to the list of RSSPs published on OFCA’s website at <https://www.ofca.gov.hk/filemanager/ofca/en/content_1685/list.pdf> when engaging services from RSSP(s) for sending SMSRS.) | |
| 1. If any of the requested Sender ID(s) is/are not directly associated with the Applicant’s company/organisation name but rather with its brand name(s), please provide justification to the satisfaction of OFCA for its association with and/or its right/entitlement to use the brand name(s) in Hong Kong with supporting documents, for example,   3.1 proof of its association with the brand name(s) as commonly known or recognised by the public such as legal documents, contracts, agreements, memorandum of understanding, etc.;  3.2 proof of ownership of the related intellectual property right(s) such as registration of trade marks under the Trade Marks Ordinance (Cap. 559) (☐ Yes or ☐ No). If the answer is “Yes”, please provide relevant proof (e.g. relevant record under the Intellectual Property Department); or  3.3 statutory declaration (See Annex 2 for sample) by the Applicant’s company/organisation for entitlement to use the related brand name(s), etc. The executed statutory declaration should be sent to OFCA **by BOTH post and email** in accordance with addresses stated under Note 10 of this application form. | |
| **Cancellation**  (Note: Please also fill in Parts A1, A4 to A8.) | 1. Sender ID(s) to be Cancelled: (Please provide the information in a separate Excel file if required.) | |
| 1. Date of Sender ID(s) ceased to be in use:   (Please ensure that the Sender ID(s) is/are no longer in use before submitting this form.) | |
| **PART B2** | **SMS SENDING** | |
| 1. If the Applicant has sent SMS to its customers / members of the public for the past 12 months, please provide us with the following information:   1.1 number of SMS sent over the past 12 months;    1.2 existing sender IDs used for sending the SMS in 1.1 above;    1.3 a copy of invoice issued by the SMS service provider(s) within the past six months showing the number of SMS sent; and    1.4 documents showing the arrangement with each and every proposed RSSPs for sending SMS with prefix “#” such as service agreement and memorandum of understanding.     1. If the Applicant has not sent SMS to its customers / members of the public over the past 12 months and intends to do so in the future, please provide us with the following information:   2.1 the reasons of adopting SMS for communications with customers / members of the public;    2.2 the expected date of sending SMS to its customers / members of the public;    2.3 the projected average number of SMS sent per month starting from 2.2 above; and    2.4 documents showing the arrangement with each and every proposed RSSPs for sending SMS with prefix “#” such as service agreement and memorandum of understanding. | | |
| **Part C** | **Change of Particulars of existing Designated Contact**  **(Note: Please also fill in Parts A1, A4 to A8.)** | |
| 1. Name of the Existing Designated Contact: (Apart from Part C1, please also fill in Parts C2, C3, C4 and C5 with relevant particulars to be updated.) | | |
| 1. Position of the Existing Designated Contact: | | |
| 1. Telephone No. of the Existing Designated Contact: | | |
| 1. Mobile No. of the Existing Designated Contact: | | |
| 1. E-mail Address of the Existing Designated Contact: | | |
| **Part D** | **PROVISION of New Designated Contact**  **(Note: Please also fill in Parts A1, A4 to A8.)** | |
| 1. Name of the Designated Contact:   Existing:  New: | | |
| 1. Position of the New Designated Contact: | | |
| 1. Telephone No. of the New Designated Contact: | | |
| 1. Mobile No. of the New Designated Contact: | | |
| 1. E-mail Address of the New Designated Contact: | | |

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| **Part E** | **Declaration** |
| To: The Office of the Communications Authority,  I/We hereby declare that the information and particulars given by me/us in this form and in the documents submitted in support of the application are to the best of my/our knowledge, true, correct and complete, and any opinion expressed is honestly held. I/We understand that any untrue, incorrect and incomplete information in this form and the documents submitted may lead to rejection of the application.  I/We hereby commit to comply with all the requirements under the Guidelines.   |  |  | | --- | --- | | Signature of the authorised person with company/organisation chop:  (for and on behalf of the applicant) |  | | Full name of the authorised person in block letters: |  | | Position held by the authorised person: |  | | Signing Date: |  | |  |  | | |

**Annex 1**

**Full List of Industry Sectors and their Sector Codes**

(For details of the Industry Sector in the table below, please visit the website of the Census and Statistics Department at <https://www.censtatd.gov.hk/en/index_hsic2_code.html>.)

|  |  |
| --- | --- |
| **Industry Sector** | **Sector Code** |
| Agriculture, forestry and fishing | A |
| Mining and quarrying | B |
| Manufacturing | C |
| Electricity and gas supply | D |
| Water supply; sewerage, waste management and remediation activities | E |
| Construction | F |
| Import/export, wholesale and retail trades | G |
| Transportation, storage, postal and courier services | H |
| Accommodation and food service activities | I |
| Information and communications | J |
| Financial and insurance activities | K |
| Real estate activities | L |
| Professional, scientific and technical activities | M |
| Administrative and support service activities | N |
| Public administration | O |
| Education | P |
| Human health and social work activities | Q |
| Arts, entertainment and recreation | R |
| Other service activities | S |
| Work activities within domestic households | T |
| Activities of extraterritorial organisations and bodies | U |

**Annex 2**

### Sample Statutory Declaration Form on Brand Name(s)

### Entitled for Use in Hong Kong by the Applicant

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| --- |
| IN THE MATTER of the Short Message Service (SMS) Sender Registration Scheme |
| and |
| IN THE MATTER of the Oaths and Declarations Ordinance (Cap. 11) |

|  |  |  |
| --- | --- | --- |
|  | STATUTORY DECLARATION |  |

I, (Name) [HKID No.: ] of (Address) , being (Company Secretary/Director/Principal Officer[[1]](#footnote-1)) of (Applicant) [Unique Business Identifier or equivalent organisation’s identity number: ] (“the Applicant”), do solemnly and sincerely declare that –

The Applicant is entitled to use the below brand name(s) in Hong Kong throughout its ordinary course of business and operation [for any specified period of time, or until any date of expiry (where applicable)] and has capacity and authority to apply for registration of Sender ID(s) directly associated with these brand name(s) under the Short Message Service (SMS) Sender Registration Scheme:

Brand Name(s) :

AND I make this solemn declaration conscientiously believing the same to be true and by virtue of the Oaths and Declarations Ordinance (Cap. 11).

(Signed)

|  |  |
| --- | --- |
| DECLARED at | [please insert address] in Hong Kong this \_\_\_\_\_\_\_\_\_\_day of \_\_\_\_\_\_\_\_\_. |

|  |
| --- |
| Before me, |
| [Signature and designation, i.e. Justice of the Peace/Notary Public/Commissioner for Oaths/Solicitor] |
|  |

1. “Principal Officer” means the Chief Executive Officer, Chief Financial Officer, Chief Operating Officer and Chief Technical Officer, or equivalent, of the Applicant. [↑](#footnote-ref-1)