**NOTES:**

The Communications Authority (“CA”) and the Office of the Communications Authority (“OFCA”) respectively issued the “Code of Practice on Sending of Short Messages and Multimedia Messages by Telecommunications Service Providers” (“RS CoP”) and the “Guidelines on Registration of Sender IDs and Sending of Short Messages and Multimedia Messages” (“Guidelines”) in October 2023, to provide practical guidance to telecommunications service providers for sending SMS to subscribers of public 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 RS CoP and 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 applicant’s company and/or brand name(s) and commonly known by the public. Otherwise, applicant may be requested to provide supporting documents to justify the use of the proposed Sender ID(s) for consideration by OFCA.
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. Sender ID(s) is/are tied to the registered sender and will be cancelled automatically when all relevant licence(s) of the sender is/are cancelled or expired.
8. Applicant is obligated to comply with the requirements stipulated in the RS CoP and the Guidelines. Failure to comply with such requirements might result in cancellation of the applicant’s Sender ID(s).
9. Having received the application, OFCA may require further information or clarification from the applicant. OFCA has the sole and absolute discretion in deciding which Sender IDs 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.
10. The applicant has to complete the application in all parts. Incomplete application form will not be processed by OFCA.
11. 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. 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 CA 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. Company Name:  (Please provide a copy of the Certificate of Incorporation of the applicant.)   (English):  (Chinese): | |
| 1. Relevant Licence(s) and Licence No.(s) held by the Applicant: | |
| 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 B** | **Particulars of Sender ID(s)** |
| **New**  **Application** | 1. List of Requested Sender ID(s): |
| 1. List of participating Registered SMS Service Providers (“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 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 and/or brand name(s) and not commonly known by the public, please elaborate the association with supporting documents for assessment purpose: |

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| **Cancellation** | 1. Sender ID(s) to be Cancelled: |
| 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 C** | **Change of Particulars of existing Designated Contact**  **(Note: Please also fill in Parts A1 and A2.)** |
| 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** | **Change of New Designated Contact**  **(Note: Please also fill in Parts A1 and A2.)** |
| 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: | |
| **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 RS CoP and the Guidelines.   |  |  | | --- | --- | | Signature of the authorised person  with company 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: |  | |  |  | | |