Technology, Media & Telecommunications

Full Singapore SMS Sender ID Registry Requirement in Force from 31 January 2023

A common method employed by scammers is to masquerade their SMS sent to Singapore mobile users using the same alphanumeric sender identification ("**Sender ID**") used by genuine businesses and organisations, so as to deceive victims into divulging sensitive information. To combat this, in March 2022, IMDA established the Singapore SMS Sender ID Registry ("**SSIR**"), which is a central body for the registration of Sender IDs to be used in Singapore. SMS that attempts to spoof the registered Sender IDs will be blocked upfront, thus reducing the risk of scams.

While the SSIR was previously a voluntary system, from 31 January 2023 all organisations that send SMS using alphanumeric Sender IDs are required to register with the SSIR. This follows a public consultation on the proposed full SSIR regime issued in August 2022. The implementation of this full SMS sender ID registration requirement is to better protect consumers against non-registered SMS that may be scams.

The key features of the full SSIR regime are as follows:

(a) **Transition measure**. Some organisations may need more time to prepare and register. As a transition measure, all non-registered SMS Sender IDs from 31 January 2023 will be channelled to a Sender ID with the header "LikelySCAM". This functions similarly to a "spam filter and spam bin" and will be in place for around six months.

(b) **Application**. The full SSIR regime will only apply to SMS with alphanumeric Sender IDs (i.e., SMS labels with alphabets or a combination of alphabets and numbers typically sent through applications, including five-digit numeric short codes starting with '7').

(c) **Registration**. Organisations that use SMS Sender IDs must register with the SSIR using their local unique entity number (UEN) as issued by relevant government agencies.

(d) **Selection of SMS Aggregators**. Organisations sending SMS with Sender IDs will need to choose SMS Aggregators (SMS service providers) who are licensed by IMDA and registered with the SSIR to handle these SMS to be sent to Singapore mobile users.

(e) **Assignment priority**. The SSIR will assign Sender IDs on a first-come-first-served basis, and may clarify with registrants if they have a trademark or other legitimate claim to the Sender ID.

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All organisations that use alphanumeric Sender IDs are advised to register early with the SSIR.

Please see our earlier Legal Update on this topic here.

Click on the following links for more information (available on the IMDA website at www.imda.gov.sg):

- Press Release titled "Enhanced measures against scam SMS"
- Factsheet on Full SMS Sender ID Registry Regime

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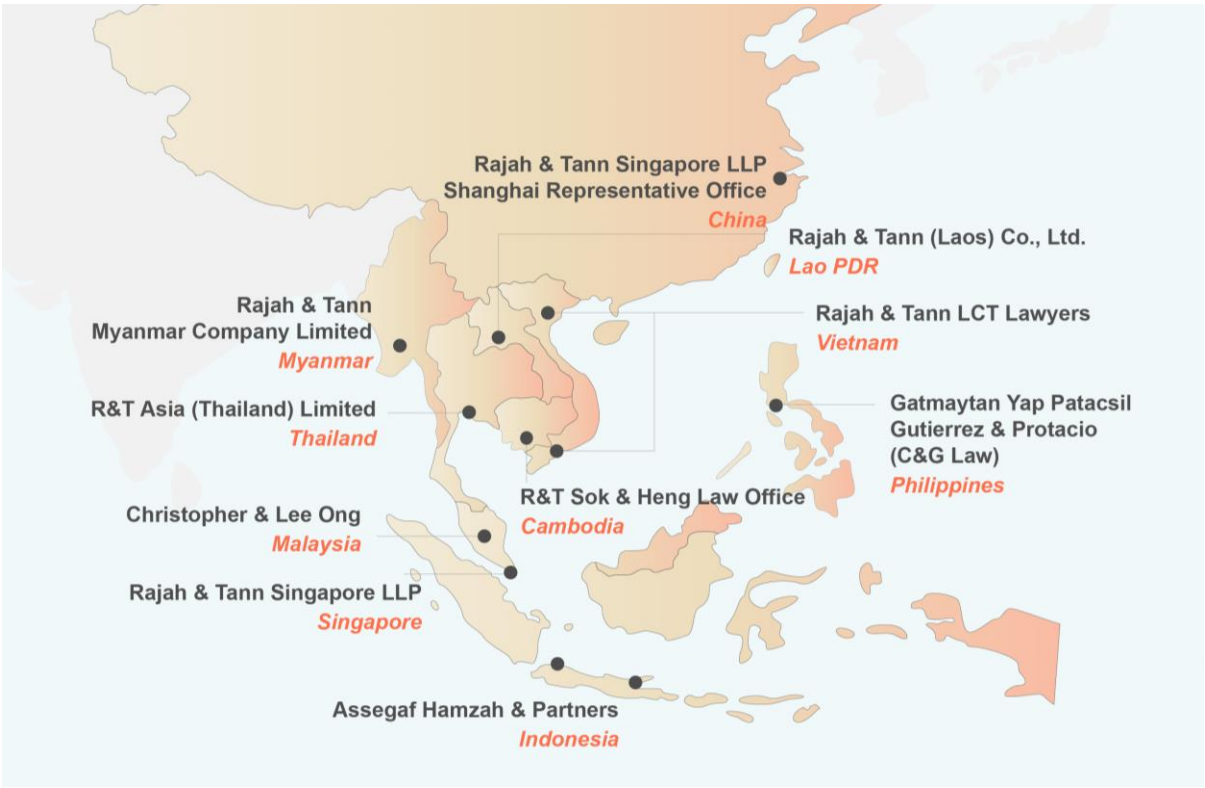

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