

Factsheet on the Full SMS Sender ID Registry Regime

1. The Infocomm Media Development Authority (“**IMDA**”) will implement the Full SMS Sender ID Registration (“**Full SSIR Regime**”) starting from **31 January 2023**. Key Facts of the Full SSIR Regime are set out below.

Full SSIR Regime

2. **All organisations** that wish to send SMS messages with alphanumeric Sender IDs must register their Sender IDs with the SSIR. Only registered Sender IDs will reach Singapore users with effect from 31 January 2023.
3. As some organisations may need more time to prepare and register, their SMS cannot be clearly differentiated from other SMS that come from unknown sources and may be scam messages. Therefore, as a transition measure, all non-registered SMS Sender-IDs after 31 January 2023 will be channelled to a Sender ID with the header “**Likely-SCAM**”. This is akin to a “spam filter and spam bin” and will be in place for around 6 months. Consumers are advised to exercise caution upon receiving such SMS as these are non-registered Sender IDs. Merchants are also urged to have their Sender IDs registered as early as possible with the SSIR.

Types of SMS Messages

4. 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). It will not apply to SMS labels with mobile numbers only that are sent via SIM cards and the Sender ID is tied to a unique mobile number.

For Organisations that wish to send SMS Messages with Alphanumeric Sender IDs to Singapore users

5. Organisations that send SMS with alphanumeric Sender IDs to Singapore mobile users must:
 - a. Register Sender IDs with the SSIR; and
 - b. Only use Aggregators who participate in the SSIR.

Registration with SSIR will Require a Singapore UEN

6. All organisations that send SMS with alphanumeric Sender IDs must register with SSIR using a Singapore local unique entity number (“**UEN**”) issued by relevant Singapore government agencies.

7. Foreign-based businesses can obtain a Singapore UEN by registering with the Accounting and Corporate Regulatory Authority (“ACRA”). A foreign-based business can either register as local subsidiary or register as a foreign branch office. Companies registered with ACRA will have to comply with the statutory and disclosure requirements of the Companies Act. Details on the ACRA registration process can be found on the ACRA website at: <https://www.acra.gov.sg/how-to-guides/registering-a-foreign-company>.

SSIR Registration Fees

8. The SSIR registration fees are:
 - a. One-time set up fee of \$500; and
 - b. Annual fee of \$200 per Sender ID.

Selection of SMS Aggregators

9. Organisations sending SMS with Sender IDs will need to choose SMS Aggregators (i.e., SMS service providers) who are licensed by IMDA and registered with the SSIR to handle these SMS to be sent to Singapore mobile users. See [Annex A](#) for the current list of Aggregators.

Assignment Priority

10. 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.

Registration – Get Started

11. Interested organisations can contact the Singapore Network Information Centre (“SGNIC”) at smsregistry@sgnic.sg to start the registration process. [Registration opens from 31 October 2022](#).

For SMS Aggregators that wish to handle SMS Messages with Alphanumeric Sender IDs to Singapore users

12. All Aggregators who handle SMS with alphanumeric Sender IDs to be sent to Singapore mobile users must first be licensed by IMDA. Aggregators can do so by minimally obtaining a Services-Based Operations (Class) licence from IMDA.
13. Any local company or foreign branch office registered with ACRA can apply with IMDA for a Services-Based Operations (Class) licence, and the registration fee is a one-time charge of \$200.
14. Licensed Aggregators must then participate in the SSIR. Aggregators can register with the SSIR at smsregistry@sgnic.sg.

15. Regulatory requirements of a licensed Aggregator will include, amongst others, to (i) verify that the organisations are bona fide; (ii) collect and verify the UEN of these organisations as part of their Know Your Customer (“KYC”) process; and (iii) ensure that the proper client onboarding process takes place.

Implementation Timeline

16. IMDA will effect the Full SSIR Regime on 31 January 2023.
17. More information about the Full SSIR Regime is available on:
 - a. IMDA’s website: <https://www.imda.gov.sg/regulations-and-licensing/Regulations/consultations/Consultation-Papers/2022/Proposals-to-Strengthen-Safeguards-for-SMS-Messages-to-Singapore-Users>; and
 - b. SGNIC’s website: <https://www.sgnic.sg>.

List of Participating Aggregators under SSIR (as of 14 October 2022)

1. 8X8 International Pte Ltd
2. Alibaba Cloud (Singapore) Pte Ltd
3. AMCS SG Private Limited (Amazon Media Communications Services)
4. Ann Consulting Pte Ltd
5. Asiatel (S) Pte Ltd
6. CM Telecom Singapore Pte Ltd
7. Crystal Net Pte Ltd
8. EC Web Pte Ltd
9. Etisalat Wholesale Asia Pacific Pte Ltd
10. Fort Digital Pte Ltd
11. GENIQ Pte Ltd
12. Green Packet Global Pte Ltd
13. Hello Technology Pte Ltd
14. Hoiio Pte Ltd
15. IBASIS Singapore Pte Ltd
16. Infinite Convergence Solutions Inc
17. Infobip Mobile Services Pte Ltd
18. M1 Limited
19. Macro Kiosk Pte Ltd
20. Maven Lab Private Limited
21. Messagebird Pte Ltd
22. Micro Cloud Technologies Pte Ltd
23. Mobilenet Technologies Pte Ltd
24. Momentum Inc Pte Ltd
25. NCS Pte Ltd
26. Netlynx Communications Pte Ltd
27. NEXMO Pte Ltd
28. NextGen Mobile Pte Ltd
29. Orange Gum Pte Ltd
30. Pacific Synergy Pte Ltd
31. SendQuick Pte Ltd
32. Simba Telecom Pte Ltd
33. Sinch Singapore Pte Ltd
34. Singtel Mobile Singapore Pte Ltd
35. SMSDome Pte Ltd
36. StarHub Mobile Pte Ltd
37. Syniverse Technologies Network Solutions (Singapore) Pte Ltd
38. Talariax Pte Ltd
39. Tata Communications International Pte Ltd
40. Telesign Singapore Pte Ltd
41. Toku Pte Ltd
42. Twilio Singapore Pte Ltd
43. Whispir Pte Ltd