

Factsheet on Full SMS Sender ID Registry Regime

1. The Infocomm Media Development Authority (“IMDA”) will implement the Full SMS Sender ID Registry Regime (“Full SSIR Regime”) starting from 31 January 2023. Key facts of the Full SSIR Regime are set out below and can also be found at: [go.gov.sg/antiscam-measures](https://www.go.gov.sg/antiscam-measures).

Full SSIR Regime

2. 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 from 31 January 2023 will be channelled to a Sender ID with the header “**Likely-SCAM**”. This functions similarly to a “spam filter and spam bin” and will be in place for around six months. Consumers are advised to exercise caution. If unsure, consumers are encouraged to check with family and friends. Organisations are also urged to have their Sender IDs registered as early as possible with the SSIR.

Types of SMS messages

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

For organisations that wish to send SMS with alphanumeric Sender IDs to Singapore users

4. Organisations that wish to 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

5. 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.

6. 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>.

7. Selection of SMS aggregators 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.

Assignment Priority

8. 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

9. Interested organisations can contact the Singapore Network Information Centre (“**SGNIC**”) at smsregistry@sgnic.sg to start the registration process. Registration opened from 31 October 2022.

Implementation Timeline

10. IMDA will effect the Full SSIR Regime on 31 January 2023. For more information, visit go.gov.sg/antiscam-measures.