



# Look for a Hashtag “#” for Registered Senders!

## SMS Sender Registration Scheme has been launched

In order to help members of the public verify the identities of SMS senders, all companies or organisations participating in the SMS Sender Registration Scheme ("Scheme") have started using "Registered SMS Sender IDs" with prefix "#" to send SMS<sup>1</sup> to local subscribers of mobile services in Hong Kong<sup>2</sup>.

Major banks, telecommunications service providers and some government departments have joined the Scheme. Other organisations will follow progressively.

SMS



#Bank A



#Telecom X



Details of SMS Sender Registration  
Scheme:

[ofca.gov.hk/ssrs](https://ofca.gov.hk/ssrs)

### Remarks

1. The Scheme is not applicable to SMS of which receiving parties are expected to reply to the senders via phone numbers. The Sender IDs of these SMS usually contain numeric digits only to facilitate direct reply by the recipients. If a subscriber receives such SMS and has any doubt about the identity of the sender, he/she should immediately contact the relevant sender for verification before responding. 2. Local subscribers of mobile services in Hong Kong refer to subscribers of services provided by Hong Kong telecommunications service providers and for use within the territory of Hong Kong.