

The Infocomm Media Development Authority (“IMDA”) has announced that it will be implementing the Full SMS Sender ID Registration (“Full SSIR Regime”) starting from 31 January 2023.

Under the Full SSIR Regime, organisations that wish to send SMS messages with alphanumeric Sender IDs must first register their Sender IDs with the SSIR. Only registered Sender IDs will reach Singapore users with effect from 31 January 2023. All non-registered Sender-IDs will be channelled to a Sender ID bearing the name “Likely-SCAM” for a transitional period of around 6 months. These SMS will be blocked after the transitional period.

Organisations will need to have a Singapore unique entity number (“UEN”) in order to register for a Sender ID. Foreign-based businesses can obtain a Singapore UEN by registering with the Accounting and Corporate Regulatory Authority (“ACRA”).

If your company is currently sending SMS messages with alphanumeric Sender IDs to Singapore mobile numbers, you may wish to register your Sender ID early in order to avoid any disruption to your SMS communications with your customers.

Please contact the Singapore Network Information Centre (“SGNIC”) at smsregistry@sgnic.sg or visit its website at <https://sgnic.sg> for more information on the registration process.