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## SMS Sender ID Register Information

### Introduction

The Australian Government has established the SMS Sender ID Register to help protect Australians from SMS impersonation scams and increase trust in business messaging.

The Register is established under the *Telecommunications Act 1997* and operates in accordance with the *Telecommunications (SMS Sender ID Register) Industry Standard 2025*.

A Sender ID is the name displayed as the sender of an SMS message instead of a mobile phone number. Registering Sender IDs helps telecommunications providers verify legitimate organisations and reduce the risk of fraudulent SMS messages.

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### What is a Sender ID?

A Sender ID is an alphanumeric identifier that appears as the sender of an SMS message.

Examples include:

- INFOWAYS
- SMS4SCHOOLS
- SCHOOLNAME
- MYBUSINESS

Sender IDs allow recipients to identify the organisation sending the message.

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## Who Can Register a Sender ID?

Entities that may be eligible to register a Sender ID include:

- Businesses with an Australian Business Number (ABN)
- Commonwealth, State and Territory government agencies
- Local government authorities
- Companies
- Incorporated associations
- Trusts
- Superannuation funds
- Other eligible entities as permitted by the SMS Sender ID Register framework

Eligibility is determined by the participating provider responsible for processing the registration.

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## Valid Use Requirement

Applicants must demonstrate a legitimate and valid use for the Sender ID they wish to register.

Examples of valid uses include:

- School communications
- Customer notifications
- Appointment reminders
- Security and authentication messages
- Service updates
- Transaction notifications
- Emergency communications

Registration applications may be refused where a valid use cannot be demonstrated.

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## How to Apply for Sender ID Registration

The SMS Sender ID Register is administered through participating telecommunications providers and authorised messaging service providers.

Infoways does not operate the SMS Sender ID Register and is not a telecommunications carrier or carriage service provider. Where SMS services are provided through Infoways

software platforms, customers may be required to register their Sender IDs through the relevant messaging provider participating in the SMS Sender ID Register.

Infoways can assist customers in identifying the appropriate registration pathway and liaising with the relevant messaging provider where required.

Applicants will generally be required to provide:

- Organisation name
- ABN (where applicable)
- Contact details
- Requested Sender ID
- Evidence supporting ownership or entitlement to use the Sender ID
- Description of the intended use case

Additional verification information may be requested by the participating provider during the assessment process.

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## Registration for Entities with an ABN

Organisations with an ABN may be eligible to register Sender IDs through participating telecommunications providers or authorised messaging providers connected to the SMS Sender ID Register.

Verification requirements are determined by the participating provider and may include:

- Confirmation of ABN details
  - Verification of authorised representatives
  - Evidence of ownership or entitlement to use the requested Sender ID
  - Validation of the intended messaging use case
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## Registration for Entities without an ABN

Entities that do not have an ABN may still be eligible to register a Sender ID where permitted under the SMS Sender ID Register framework.

Eligibility and verification requirements are determined by the participating provider and may require additional supporting documentation.

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## Using Multiple Messaging Providers

A registered Sender ID may be authorised for use by more than one participating provider, subject to the requirements of the SMS Sender ID Register.

Customers using multiple messaging platforms should consult their messaging providers regarding the process for authorising additional providers to use a registered Sender ID.

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## Fees and Charges

Infoways does not charge any fees for providing information or assistance relating to SMS Sender ID registration.

Any fees associated with the registration, renewal or ongoing management of a Sender ID are determined by the participating telecommunications provider or messaging provider responsible for processing the registration application.

Customers should consult their chosen messaging provider regarding any applicable registration or administration charges.

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## Maintaining Accurate Information

Organisations are responsible for ensuring that information supplied in connection with a Sender ID registration remains accurate and up to date.

Changes to business details, ownership, authorised representatives or Sender ID usage may require updates to the registration record with the participating provider.

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## Frequently Asked Questions

### Does my organisation need to register its Sender ID?

If your organisation sends SMS messages using an alphanumeric Sender ID (for example, a business, school or organisation name), registration may be required under the SMS Sender ID Register framework. Please consult your messaging provider for advice specific to your circumstances.

### Who is responsible for registering a Sender ID?

The organisation using the Sender ID is generally responsible for ensuring the Sender ID is registered where required. Infoways can assist customers in understanding the process and identifying the appropriate messaging provider.

## What happens if a Sender ID is not registered?

Telecommunications providers may label messages from unregistered Sender IDs as “Unverified” or apply other measures in accordance with applicable industry requirements.

## Can I continue using my existing Sender ID?

Existing Sender IDs may continue to be used, subject to the requirements of the SMS Sender ID Register and participating provider policies. Registration may be required to maintain verification status.

## What if I use multiple SMS providers?

A registered Sender ID may be authorised for use across multiple participating providers. Contact your messaging providers for information about their authorisation processes.

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## More Information

Further information about the SMS Sender ID Register is available from the Australian Communications and Media Authority (ACMA):

<https://www.acma.gov.au/sms-sender-id-register>

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## Contact Infoways

For assistance regarding SMS Sender ID registration or SMS messaging services used with Infoways products, please contact:

### **Infoways Pty Ltd**

Email: [support@infoways.com.au](mailto:support@infoways.com.au)

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