



Telecommunications (SMS Sender ID Register) Industry Standard 2025

The Australian Communications and Media Authority makes the following standard under subsection 125AA(1) of the *Telecommunications Act 1997*.

Dated:

Member

Member/General Manager

Australian Communications and Media Authority

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Part 1—Preliminary

1 Name

This industry standard is the *Telecommunications (SMS Sender ID Register) Industry Standard 2025*.

2 Commencement

Each provision of this industry standard specified in column 1 of the table commences, or is taken to have commenced, in accordance with column 2 of the table.

| Column 1 | Column 2 |
|---|-------------------|
| Provisions | Commencement |
| 1. Sections 1 to 8, Part 4, Part 6 and Part 7 | 15 October 2025. |
| 2. Sections 9 to 12, paragraph 15(b) and Schedule 1 | 30 November 2025. |
| 3. Part 3 except paragraph 15(b) and Part 5 | 15 December 2025. |

Note 1: This table relates only to the provisions of this industry standard as originally made. It will not be amended to deal with any later amendments of this industry standard.

Note 2: The Federal Register of Legislation may be accessed free of charge at www.legislation.gov.au.

3 Authority

This industry standard is made under subsection 125AA(1) of the *Telecommunications Act 1997*.

4 Application of industry standard

For the purposes of subsection 125AA(1) of the Act, this industry standard:

- (a) applies to the following sections of the telecommunications industry:
 - (i) carriage service providers;
 - (ii) carriers; and
 - (iii) electronic messaging service providers; and
- (b) gives effect to the objectives set out in section 7 of the *Telecommunications (SMS Sender ID Industry Standard) Direction 2025*.

5 Definitions

- (1) In this industry standard:

ABN (short for “Australian Business Number”) for an entity means the unique 11-digit number issued by and shown in the Australian Business Register.

ABN entity means an entity with an ABN.

accredited business register means a formal list or database of businesses that have been officially recognised or certified by a governing body, regulatory authority or accreditation organisation.

Act means the *Telecommunications Act 1997*.

Australian Business Register means the register established under section 24 of the *A New Tax System (Australian Business Number) Act 1999*.

Business Names Register means the register established and maintained under section 22 of the *Business Names Registration Act 2011*.

certified telecommunications provider means a participating telecommunications provider that is an originating telecommunications provider that has been approved under a determination made under section 484L of the Act.

Note 1: See paragraph 589(2)(b) of the Act.

Note 2: As at the date of commencement of section 5 of this instrument (15 October 2025), no determination under section 484L of the Act was as yet in force.

Commonwealth agency means:

- (a) the Commonwealth; or
- (b) an authority of the Commonwealth; or
- (c) a corporation in which the Commonwealth, or an authority of the Commonwealth, has a controlling interest;

and includes the Australian Defence Force.

company has the meaning given by section 9 of the *Corporations Act 2001*.

customer means an entity that has a contractual arrangement with a telecommunications provider relating to the sending of sender identification messages.

Note: A customer can be an ABN entity or a non-ABN entity.

disrupt in relation to a sender identification, means where the sender identification included in a SMS/MMS message is over-stamped by a participating telecommunications provider with the word “Unverified”.

domain name registrar means a business that handles the reservation of domain names as well as the assignment of IP addresses for those domain names.

electronic messaging service provider has the meaning given by section 108A of the Act.

entity means an entity referred to in subsection 484F(2) of the Act that uses or proposes to use sender identification messages.

entity associate means an entity who is authorised by another entity (**entity A**) to send sender identification messages using entity A's registered sender identification.

excluded satellite service means a satellite service that may be used by a consumer in an overseas location at the same or lesser charge for the same service in Australia.

existing customer means a customer who was a customer of a participating telecommunications provider as at 30 November 2025.

government agency means:

- (a) a Commonwealth agency; or
- (b) a State or Territory of Australia; or
- (c) an authority of a State or Territory of Australia; or
- (d) a corporation in which a State or Territory of Australia, or an authority of a State or Territory of Australia, has a controlling interest.

identity verification service means a service designed to provide a high assurance level to accurately confirm that an individual is who they claim to be, including through the use of government-issued identity documents, biometric or other information. This includes services that have been authorised, approved, or recognised by a foreign government.

international mobile roaming service means a carriage service that is not an excluded satellite service and enables a consumer to automatically and seamlessly do any or all of the following:

- (a) make, send, access or receive voice calls or SMS/MMS messages;
- (b) download and upload data,

when travelling overseas outside the normal coverage area without losing the connection.

international partner means an international telecommunications service provider, who has partnered with:

- (a) for an ABN entity or non-ABN entity – a certified telecommunications provider; or
- (b) for an ABN entity – a participating telecommunications provider,

to register and send sender identification messages, where the certified telecommunications provider, or the participating telecommunications provider, applies to register sender identifications, or sends sender identification messages on behalf of the international telecommunications service provider that has a direct relationship with an entity.

international telecommunications service provider means a telecommunications service provider or electronic messaging service provider based outside of Australia that is a non-ABN entity.

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message recipient means the end-user of a public mobile telecommunications service who has a contractual arrangement with a carriage service provider relating to the provision of that service.

mobile number has the meaning given by section 18 of the *Telecommunications Numbering Plan 2025*.

non-ABN entity means an entity that does not have an ABN.

Note: For example, a foreign company or an Australian entity that does not have an ABN will be a non-ABN entity.

originating telecommunications provider means a telecommunications provider that agrees to send sender identification messages on behalf of:

- (a) customers; or
- (b) international partners.

participating telecommunications provider means a telecommunications provider that has been approved under section 484F of the Act.

personal information has the same meaning as in the *Privacy Act 1988*.

prospective customer means any customer who is not an existing customer.

quarter means a period of 3 months beginning on 1 January, 1 April, 1 July or 1 October.

Register means the SMS Sender ID Register.

register commencement date means the date of commencement of Part 3.

register data means the list of registered sender identifications in the Register.

Register of Trade Marks means the register kept under section 207 of the *Trade Marks Act 1995*.

registered business name means a name used, or to be used, that is recorded in the Business Names Register in relation to one or more businesses.

registered domain name means a unique address or name that represents a website or other online resource on the internet that has been acquired from a domain name registrar.

registered trade mark has the meaning given by section 6 of the *Trade Marks Act 1995*.

satellite service means a carriage service where customer equipment used in connection with the supply of the service communicates directly with a satellite-based facility.

scam communication means any communication sent via SMS/MMS to a mobile number that, based on the content of the communication, or other information available

to a telecommunications provider, appears to have been sent for the purpose of dishonestly obtaining a benefit, or causing a loss, by deception or other means.

sender identification has the meaning given by section 484C of the Act.

sender identification match has the meaning given by subsection (2).

sender identification message means an SMS/MMS message that includes a sender identification and which is sent to a mobile number issued in Australia.

SMS aggregator means a carriage service provider that acts as an intermediary to facilitate entities sending bulk SMS/MMS messages through a single point of access.

SMS/MMS message means a message sent using the short message service or the multimedia messaging service on a public mobile telecommunications service.

telecommunications provider means:

- (a) a carrier;
- (b) a carriage service provider (including an SMS aggregator); or
- (c) an electronic messaging service provider.

terminate, in relation to an SMS/MMS message, means to deliver a message to a message recipient.

terminating telecommunications provider means a carrier that is responsible for delivering sender identification messages to message recipients who are connected to a public mobile telecommunications service owned or controlled by the carrier.

trade mark has the meaning given by section 17 of the *Trade Marks Act 1995*.

transit, in relation to an SMS/MMS message, means to receive or send a sender identification message to facilitate the passing of the message between telecommunications providers over a telecommunications network.

transiting telecommunications provider means a telecommunications provider who connects with other telecommunications providers to transit sender identification messages between two telecommunications providers over a telecommunications network.

valid use case, in relation to a sender identification, means evidence that demonstrates a sender identification match with the entity.

- (2) To have a **sender identification match**, the sender identification:
 - (a) must be:
 - (i) the same as;
 - (ii) a contraction or abbreviation of; or

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(iii) an acronym of;

the registered business name, the company name, the registered trade mark or the domain name relating to, or owned by, the entity, as relevant; and

(b) in addition to the names referred to in (a), it may also include another word or other words associated with the entity's functions.

Note: For example, if an entity's:

- company name is TS Pty Ltd
- business name is Telservice
- trade mark is TelService
- domain name is 'Zrates.com.au'

Sender identification matches would include: "Telservice" "TelServs", "Telser", "TS", "TS_Track", "TelServSale" and "Zrates".

Note: A number of other expressions used in this industry standard are defined in the Act, including the following:

- (i) ACMA;
- (ii) carriage service intermediary;
- (iii) carriage service provider;
- (iv) carrier;
- (v) customer equipment;
- (vi) public mobile telecommunications service;
- (vii) SMS Sender ID Register; and
- (viii) telecommunications network.

Note: **Business day** is defined in the Acts Interpretation Act 1901 to mean a day that is not a Saturday, a Sunday or a public holiday in the place concerned.

6 References to other instruments

In this instrument, unless the contrary intention appears:

- (a) a reference to any other legislative instrument is a reference to that other legislative instrument as in force from time to time; and
- (b) a reference to any other kind of instrument is a reference to that other instrument as in force or existing from time to time.

Note 1: For references to Commonwealth Acts, see section 10 of the *Acts Interpretation Act 1901*; and see also subsection 13(1) of the *Legislation Act 2003* for the application of the *Acts Interpretation Act 1901* to legislative instruments.

Note 2: For references to instruments that are not legislative instruments, see section 589 of the Act.

Note 3: All Commonwealth Acts and legislative instruments are registered on the Federal Register of Legislation. The Federal Register of Legislation may be accessed free of charge at www.legislation.gov.au.

Part 2—Requirements relating to the Register

7 Application to apply for approval

A telecommunications provider that sends, transmits or terminates sender identification messages must apply to the ACMA for approval to participate in the Register under section 484F of the Act.

Note: Entities which are approved by the ACMA under section 484F of the Act may apply to the ACMA for a sender identification to be registered on the Register under section 484G of the Act.

8 Application to apply to be a certified telecommunications provider

A participating telecommunications provider that wishes to:

- (a) register sender identifications; or
- (b) originate messages,

on behalf of an ABN entity or a non-ABN entity must apply to the ACMA for approval to be a certified telecommunications provider.

Note: A certified telecommunications provider must apply to the ACMA for approval under a determination made under Part 484L of the Act.

9 Requirements to provide information to entities

Requirements regarding existing customers – prior to register commencement date

- (1) A participating telecommunications provider that is an originating telecommunications provider must contact each of its existing customers prior to the register commencement date to:
 - (a) provide to the customer, in writing, the information in Schedule 1; and
 - (b) subject to subsection (4), offer to initiate registration of a sender identification on the Register on behalf of the customer.

Requirements regarding prospective customers seeking to use a new sender identification

- (2) If a participating telecommunications provider that is an originating telecommunications provider:
 - (a) receives a request from a prospective customer, who asks the telecommunications provider to send a sender identification message, and the provider agrees to provide that service; and
 - (b) the sender identification is not registered on the Register,the originating telecommunications provider must:
 - (c) provide to the customer, in writing, the information in Schedule 1; and
 - (d) subject to subsection (4), offer to initiate registration of the sender identification on the Register on behalf of the customer.

Requirements regarding existing customers using a new sender identification

- (3) If a participating telecommunications provider that is an originating telecommunications provider:
 - (a) receives a request from an existing customer, who asks the originating telecommunications provider to send a sender identification message; and
 - (b) the sender identification is not registered on the Register,the originating telecommunications provider must:
 - (c) provide to the customer, in writing, the information in Schedule 1; and
 - (d) subject to subsection (4), offer to initiate registration of the sender identification on the Register on behalf of the customer.
- (4) Where the customer is a non-ABN entity – the requirements in paragraphs (1)(b), (2)(d) and (3)(d) to offer to initiate registration of the sender identification, do not apply, unless the provider is a certified telecommunications provider.

10 Requirement to publish information

All originating telecommunications providers must make available on their website the information about the Register referred to in Schedule 1.

11 Requirements relating to the registration of sender identifications on behalf of an ABN entity

- (1) Subject to subsection (2), if an ABN entity requests a participating telecommunications provider that is an originating telecommunications provider to initiate registration of a sender identification on its behalf, and the provider sends or agrees to send sender identification messages for the entity – the provider must initiate registration.
- (2) If an ABN entity requests a participating telecommunications provider that is an originating telecommunications provider to initiate registration of a sender identification on its behalf, the provider must ask the entity if it is an entity associate for another entity.
- (3) If an ABN entity:
 - (a) is an entity associate;
 - (b) requests a participating telecommunications provider that is an originating telecommunications provider to initiate registration of a sender identification; and
 - (c) the provider sends or agrees to send sender identification messages for the entity associate,the participating telecommunications provider, must:
 - (d) initiate approval of the entity associate to participate in the Register under section 484F of the Act; and
 - (e) if the sender identification is not already registered on the Register – initiate registration of the sender identification.

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- (4) Prior to submitting to the ACMA an application to initiate the registration of a sender identification on behalf of an ABN entity – a participating telecommunications provider that is an originating telecommunications provider must establish that the entity has a valid use case for the sender identification by:
- (a) confirming that:
 - (i) there is a sender identification match in relation to the registered business name of the entity in the Business Names Register; and
 - (ii) the status of the business name of the entity is “registered”; or
 - (b) confirming that:
 - (i) there is a sender identification match in relation to the company name of the entity in the Australian Business Register; and
 - (ii) the status of the ABN related to the entity is “active”; or
 - (c) confirming that:
 - (i) there is a sender identification match in relation to a trade mark owned by the entity in the Register of Trade Marks or an equivalent international register of trade marks; and
 - (ii) the status of the trade mark owned by the entity is “registered”; or
 - (d) confirming that:
 - (i) there is a sender identification match in relation to a domain name in relation to which the entity is the “registrant” in the whois.auda.org.au database; and
 - (ii) the status of the domain name is “ok”.
- (5) Subsection (4) does not apply where:
- (a) a government agency that is an ABN entity requests a provider to initiate registration of a sender identification on its behalf in relation to which there is not a sender identification match;
 - (b) that sender identification relates to an emergency, public health, safety or security; and
 - (c) the agency has provided evidence that satisfies the provider as to why the agency is using the requested sender identification rather than its registered business name, company name, trade mark or domain name, as relevant.
- (6) If an ABN entity requests a certified telecommunications provider to register a sender identification on its behalf, and the provider sends or agrees to send sender identification messages for the ABN entity – the provider must apply to register the sender identification.
- (7) If a certified telecommunications provider applies to register, or has registered, a sender identification on behalf an ABN entity under subsection (6), the provider must comply with subsections 12(2) and (3), as if the entity is a non-ABN entity.
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12 Requirements relating to the registration of sender identifications on behalf of a non-ABN entity

- (1) If a non-ABN entity requests a certified telecommunications provider to apply to register a sender identification on its behalf, and the provider sends or agrees to send sender identification messages for the entity – the provider must apply to register the sender identification.
- (2) Prior to submitting to the ACMA an application to register a sender identification on behalf of a non-ABN entity – a certified telecommunications provider must:
 - (a) confirm the identity of the person requesting the registration on behalf of the entity, using an identity verification service;
 - (b) confirm that the person is an authorised representative of the entity;
 - (c) for a non-ABN entity that is based outside of Australia – confirm that the entity is registered on an accredited business register, in the country in which entity is based;
 - (d) for a non-ABN entity that is based in Australia – confirm that the entity is a legitimate entity;

Note: For example, for an entity with which it already has a relationship, a provider may confirm that the entity is legitimate by checking the account information and history for that entity.

- (e) establish that the entity has a valid use case for the sender identification:
 - (i) for a non-ABN entity that is based outside of Australia – by confirming that there is a sender identification match using an accredited business register, a trade mark register or some other equivalent official register or record in the country in which the entity is based; and
 - (ii) for a non-ABN entity that is based in Australia – by using one of the confirmation methods in subsections 11(4).
- (3) Subsection (2) does not apply where:
 - (a) a government agency that is a non-ABN entity requests a provider to initiate registration of a sender identification on its behalf in relation to which there is not a sender identification match;
 - (b) that sender identification relates to an emergency, public health, safety or security; and
 - (c) the agency has provided evidence that satisfies the provider as to why the agency is using the requested sender identification rather than its registered business name, company name, trade mark or domain name, as relevant.
- (4) Within 24 hours of receipt of:
 - (a) a notice of decision issued by the ACMA under Part 24B of the Act, in relation to an application for registration by a certified telecommunications provider on behalf of a non-ABN entity; or
 - (b) a notice issued by the ACMA relating to a sender identification that has been registered by a certified telecommunications provider on behalf of a non-ABN entity; or

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- (c) a request made to a certified telecommunications provider from a non-ABN entity asking for the removal of a sender identification from the Register,

the provider must provide a copy of the notice to the entity or action the request on behalf of the entity, as relevant.

13 Requirements relating to the registration of sender identifications on behalf of an international partner

- (1) If an international partner requests:

- (a) a certified telecommunications provider to apply to register a sender identification on its behalf; or
- (b) an originating telecommunications provider, that is not a certified telecommunications provider, to register a sender identification for an ABN entity on its behalf,

and the provider sends or agrees to send sender identification messages for the international partner – the provider must apply to register the sender identification.

- (2) Prior to submitting to the ACMA an application to register a sender identification on behalf of an international partner, a certified telecommunications provider or an originating telecommunications provider that is not a certified telecommunications provider, as the case may be, must:

- (a) have made written contractual arrangements with the international partner which remain in force and which require that the international partner must:
 - (i) confirm the identity of the person who has requested that the international partner register the sender identification, using an identity verification service;
 - (ii) confirm that the person is an authorised representative of the entity on whose behalf the sender identification is being registered (*the sender identification owner*);
 - (iii) confirm that sender identification owner is legitimate;

Note: For example, an international partner may confirm that an entity is legitimate by checking that the entity is on an accredited business register for the relevant country.

- (iv) establish that the sender identification owner has a valid use case for the sender identification:
 - (A) where the sender identification owner is a non-ABN entity that is based outside of Australia – by confirming that there is a sender identification match using an accredited business register, a trade mark register or some other equivalent official register or record in the country in the country in which the entity is based; and
 - (B) where the sender identification owner is an ABN entity, or a non-ABN entity that is based in Australia – by using one of the confirmation methods in subsection 11(4).

(3) Within 24 hours of receipt of:

- (a) a notice of decision issued by the ACMA under Part 24B of the Act, in relation to an application for registration by a certified telecommunications provider on behalf of an international partner;
- (b) a notice issued by the ACMA relating to a sender identification that has been registered by a certified telecommunications provider on behalf of an international partner; or
- (c) a request from an international partner to remove a sender identification from the Register,

the provider must provide the notice to the international partner or action the request, as relevant.

14 Requirement not to mislead

A participating telecommunications provider must not, in any communication with an entity, advise or imply that the entity can only arrange to send sender identification messages via the telecommunications provider that initiated the registration of the sender identification.

Note: A sender identification can be confirmed for use with more than one participating telecommunications provider.

Part 3—Requirements relating to sending sender identification messages

15 Requirement on telecommunication providers

A telecommunications provider that is not a participating telecommunications provider must not:

- (a) send, transit or terminate a sender identification message; or
- (b) misrepresent itself as a participating telecommunications provider (including as a certified telecommunications provider).

16 Requirements on originating telecommunications providers

- (1) This section applies to participating telecommunications providers that are originating telecommunications providers.
- (2) Prior to enabling a customer's account to send a sender identification message the provider must confirm:
 - (a) that the person requesting to send the message is authorised by the entity;
 - (b) that the sender identification is registered on the Register for that entity; and
 - (c) that it is authorised by the entity, as recorded in the Register, to send messages for that sender identification.

Note: A sender identification can be confirmed for use with more than one participating telecommunications provider.

- (3) If an originating telecommunications provider receives notification from the ACMA that it is no longer authorised to send messages for a sender identification relating to an entity – the provider must cease sending messages for that sender identification.

Note: An originating telecommunications provider will be notified by the ACMA when a sender identification it has been authorised to send messages for, has been deregistered or when the owner of a sender identification has revoked a provider's authority to send messages on its behalf.

- (4) If the originating telecommunications provider cannot confirm the matters in subsection (2) – the provider must disrupt the message.
- (5) An originating telecommunications provider must not send a sender identification message to a telecommunications provider that is not a participating telecommunications provider.

17 Requirements on transiting telecommunications providers

- (1) This section applies to participating telecommunications providers that are transiting telecommunications providers.
- (2) Subject to subsection (4), a transiting telecommunications provider must not transit a sender identification message unless:
 - (a) the telecommunications provider sending the message; and

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- (b) the telecommunications provider receiving the message,
- are participating telecommunications providers.
- (3) For subsection (2), if the sender identification message is from an international telecommunications service provider – the transiting telecommunications provider must disrupt the message, unless it is sent via a certified telecommunications provider or via an international partner to a certified telecommunications provider.
- (4) Subsection (2) does not apply where a sender identification message is sent to a mobile number that is connected with a carriage service that is an international mobile roaming service.

Note: For example, subsection (4) will apply where an individual, with a mobile number that was issued in Australia, is using an international mobile roaming service.

18 Requirements on terminating telecommunications providers

- (1) This section applies to participating telecommunications providers that are terminating telecommunications providers.
- (2) A terminating telecommunications provider must not terminate a sender identification message unless the message is from a participating telecommunications provider.
- (3) For subsection (2), if the sender identification message is from an international telecommunications service provider – the terminating telecommunications provider must disrupt the message unless it is sent via a certified telecommunications provider or via an international partner to a certified telecommunications provider.
- (4) Prior to terminating a sender identification message from a participating telecommunications provider – a terminating telecommunications provider must confirm, by checking the register data, that the sender identification for the message is registered in the Register.
- (5) For the purposes of subsection (4), **checking the register data** means that the terminating telecommunications provider must have checked against the register data no more than 24 hours before terminating the sender identification message.
- (6) If the sender identification in a sender identification message received from a participating telecommunications provider is not registered in the Register – the terminating telecommunications provider must disrupt the message.

Part 4—Requirements relating to policies and procedures

19 Providers must implement policies and procedures

A participating telecommunications provider must implement policies and procedures to achieve compliance with this industry standard.

20 Providers must implement complaint handling policies and procedures

A participating telecommunications provider must implement policies and procedures to deal with, record and resolve complaints from entities relating to the provider's application of this industry standard.

Note: For example, the types of complaints might include a complaint by an entity that a sender identification has not been registered as it requested or a complaint by an entity that the telecommunications provider did not provide information about registration as required by section 9.

Part 5—Reporting requirements

21 Traceback reporting

- (1) Where a participating telecommunications provider becomes aware that a sender identification message is a scam communication using a sender identification that is registered in the Register (a *scam message*):
 - (a) if the provider is the originating telecommunications provider of the scam message – it must report to the ACMA in accordance with subsection (3); or
 - (b) if provider is not the originating telecommunications provider of the scam message, it must:
 - (i) notify the telecommunications provider which sent the provider the scam message, that it is a part of the chain through which a scam message has been sent; and
 - (ii) report to the ACMA in accordance with subsection (3).
- (2) Where a participating telecommunications provider is notified by another participating telecommunications provider that it is part of the chain through which a scam message has been sent:
 - (a) if the provider is the originating telecommunications provider of the scam message – it must report to the ACMA in accordance with subsection (3); or
 - (b) if the provider is not the originating telecommunications provider – it must comply with the obligation in paragraph (1)(b).
- (3) A report to the ACMA which is required under this section must be in writing and must contain the following information:
 - (a) the sender identification for the scam message and the total number of recipients to whom the scam message was sent;
 - (b) information about the content of the scam message; and
 - (c) if the provider is the originating telecommunications provider for the scam message – that the provider is the originating telecommunications provider for the scam message; or
 - (d) if the provider is not the originating telecommunications provider for the scam message:
 - (i) the identity of the telecommunications provider who sent the provider the scam message, and
 - (ii) if relevant, the identity of the international partner on whose behalf the message was sent,

and must be given to the ACMA as soon as practicable and in any event no later than 2 business days from whichever of the following is applicable:

 - (e) the date on which the provider became aware, or received notification, of the scam message under subsection (1); or
 - (f) the date on which the provider was notified under subsection (2).

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22 Quarterly reporting

Within 20 business days of the end of each quarter, a participating telecommunications provider referred to in column 1 of the following table must:

- (a) prepare a written report of the number of instances for the relevant quarter of the information mentioned in column 2 of the following table; and
- (b) give the report to the ACMA.

| Information to be reported | | |
|-----------------------------------|---|--|
| Item | Column 1 | Column 2 |
| | Participating telecommunications provider who must provide information | Information |
| 1 | Originating telecommunications providers Transiting telecommunications providers Terminating telecommunications providers | The number and type of complaints the telecommunications provider has received from other telecommunications providers, entities and message recipients relating to the Register. |
| 2 | Originating telecommunications providers | (a) The total number of sender identification messages sent by the originating telecommunications provider with sender identifications registered in the Register. (b) The total number of sender identification messages using unregistered sender identifications that were disrupted by the originating telecommunications provider. |
| 3 | Transiting telecommunications providers Terminating telecommunications providers | The identity of any telecommunications providers that are not participating telecommunications providers that have attempted to send sender identification messages. |
| 4 | Terminating telecommunications providers | (a) The number of sender identification messages received from participating telecommunications providers. |

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| | | |
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| | | (b) The number of sender identification messages using unregistered sender identifications that were disrupted by the terminating telecommunications provider. |
| 5 | Transiting telecommunications providers | The number of sender identification messages sent by international telecommunications service providers that were disrupted by the transiting telecommunications provider. |
| 6 | Certified telecommunications providers | The number of requests from international partners to register sender identifications from non-ABN entities where the certified telecommunications provider was requested to apply to register a sender identification under subsection 12(1) but did not do so because the provider was unable to confirm or establish one or more of the matters in subsection 12(2). |

Part 6—System security, record keeping and privacy

23 Requirement to keep records

- (1) A telecommunications provider must keep records to demonstrate its compliance with this industry standard.
- (2) Where a telecommunications provider keeps records under this section it must take all reasonable steps in the circumstances:
 - (a) to protect the information from misuse, interference, loss and unauthorised access, modification or disclosure; and
 - (b) to ensure the information is disposed of, or destroyed, in a secure manner where the record is no longer needed under this industry standard or any other applicable laws.

24 Record retention

A telecommunications provider must:

- (a) keep the records required to be kept under subsection 23(1) for 2 years from the date of creating the record; and
- (b) make the records available to the ACMA within 5 business days after receiving a written request from the ACMA.

25 System security

- (1) A participating telecommunications provider must take all reasonable steps to ensure that its information technology systems and processes related to the sending of sender identification messages and its interactions with the Register, are secure.
- (2) Where a participating telecommunications provider becomes aware of a breach or suspected breach of the security of its information technology systems and processes referred to in subsection (1), it must notify the ACMA, as soon as practicable, of what has occurred and what steps have been taken to rectify the matter.

26 Privacy

Where a participating telecommunications provider is not subject to the requirements of the *Privacy Act 1988*, it must ensure that personal information it collects in connection with this industry standard:

- (a) is not disclosed to a third party or otherwise used except:
 - (i) as required to manage a complaint made by the person to whom the information relates;
 - (ii) with the express consent of the person to whom the information relates; or
 - (iii) where disclosure is otherwise required or authorised by or under an Australian law or a court or tribunal order; and
- (b) is disposed of, or destroyed, in a secure manner where it is no longer needed under this industry standard or any other applicable laws.

Section 27

Note: Where a provider is subject to the *Privacy Act 1988*, Australian Privacy Principle 6 in Schedule 1 to that Act will apply to the use or disclosure of personal information it collects in connection with this industry standard.

Part 7 – Notification to message recipients

27 Requirements on carriage service providers

- (1) This section applies to carriage service providers that provide public mobile telecommunications services.

Regular notifications

- (2) A carriage service provider must provide, to a message recipient, information about how a sender identification message using
- (a) a registered sender identification; and
 - (b) an unregistered sender identification,
- will be dealt with under this industry standard.
- (3) For subsection (2), the information must be:
- (a) published on the provider's website; and
 - (b) provided to a message recipient by SMS, via a mobile application, by email or by other direct communication with the message recipient:
 - (i) upon entering into or renewing a contract with a message recipient; and
 - (ii) at least once every quarter, starting from the quarter commencing 1 April 2026.

One off notifications on register commencement date

- (4) A carriage service provider must provide to a message recipient information about:
- (a) how a sender identification message using:
 - (i) a registered sender identification; and
 - (ii) an unregistered sender identification,will be dealt with under this industry standard; and
 - (b) the date on which the Register will commence.
- (5) For subsection (4), the information must be provided to a message recipient by SMS, via a mobile application, by email or by other direct communication with the message recipient:
- (a) 12-14 days prior to the register commencement date;
 - (b) 1-3 days prior to the register commencement date; and
 - (c) 7-9 days after the register commencement date.

Schedule 1 – Information to be provided to customers

(Paragraph 9(1)(a), paragraph 9(2)(c), paragraph 9(3)(c), and section 10)

- (1) Under to paragraphs 9(1)(a), 9(2)(c) and 9(3)(c), and section 10, a participating telecommunications provider that is an originating telecommunications provider must provide the following information to customers:
- (a) Part 24B of the Act provides for the establishment of a sender identification register;
 - (b) From the register commencement date, if a sender identification message is sent which includes an unregistered sender identification, the sender identification message will be labelled as ‘Unverified’;
 - (c) If the entity wishes to send sender identification messages, it must register its sender identification/s and confirm a participating telecommunications provider or providers to send sender identification messages;
 - (d) Only the following types of entities can participate in the Register:
 - (i) an individual;
 - (ii) a body corporate;
 - (iii) a corporation sole;
 - (iv) a body politic;
 - (v) a government entity (within the meaning of the *A New Tax System (Australian Business Number) Act 1999*);
 - (vi) a partnership;
 - (vii) any other unincorporated association or body of persons;
 - (viii) a trust;
 - (ix) a superannuation fund (within the meaning of the *Superannuation Industry (Supervision) Act 1993*);
 - (e) In order to register a sender identification in the Register, the entity must demonstrate that it has a valid use case for the sender identification;
 - (f) Entities can register through an originating telecommunications provider. A list of all participating providers will be available on the ACMA’s website;

Entities with an ABN

- (g) If the entity has an ABN, it can ask any originating telecommunications provider to initiate registration on its behalf. In order to obtain approval to make an application to register a sender identification:
- (i) the person making the request must be listed as an authorised contact for the entity on the Australian Business Register, or be authorised by that person,
 - (ii) the person making the request must pass an identification check,
 - (iii) the person making the request must agree to the Register terms of use;

Note: These requirements will be included in a determination made under section 484L of the Act. As at the date of commencement of Schedule 1 of this industry standard (30 November 2025), no determination under section 484L of the Act was as yet in force.

- (h) Once an originating telecommunications provider has initiated the registration of a sender identification on behalf of an entity, the person making the request will receive instructions from the Register about how to access the Register;
- (i) Once the entity is approved by the ACMA, the entity will be able to confirm the registration of the sender identification;

Note: The requirements in paragraphs (h) and (i) will be included in a determination made under section 484L of the Act. As at the date of commencement of Schedule 1 of this industry standard (30 November 2025), no determination under section 484L of the Act was as yet in force.

- (j) Any cost for registering a sender identification, including any ongoing annual charge;
- (k) Once the sender identification is registered, entities can authorise other participating telecommunications providers to originate messages using that sender identification;
- (l) Entities with an ABN can also register through a certified telecommunications provider – see below;

Entities without an ABN

- (m) If the entity does not have an ABN, it can only register through an originating telecommunications provider that is a certified telecommunications provider or a partner of a certified telecommunications provider. That provider will conduct similar checks to those outlined in (g);
- (n) Entities without an ABN that register through a certified telecommunications provider will not be able to gain access to the Register.