

# The way you carry and deliver branded text messages is changing soon

## Important information for message providers

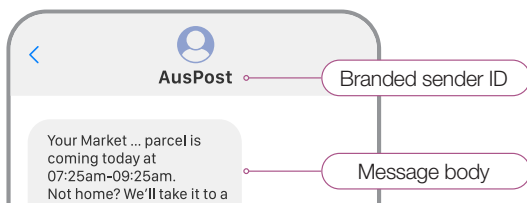
We are soon launching the SMS Sender ID Register to protect Australians from scams that impersonate organisations in branded text messages (SMS and MMS).

The register will help disrupt scam messages and improve consumer trust in Australian telecommunications.

### Sender IDs

A sender ID appears at the top of branded text messages. It can tell people who the message is from, for example, 'ATO' or 'AusPost'.

Text messages using telephone numbers are not directly impacted by the new rules.



### Message providers are 'telcos'

Under new sender ID rules, message providers involved in sending text messages are defined as a telecommunications provider (telco). Message providers may include:

- SMS aggregators
- customer relationship management platform providers
- software as a service providers
- communications platform as a service providers
- automated marketing platform providers
- two-factor authentication providers.

If you're in doubt about whether you're a message provider, **check the rules**.



### If you do not directly or indirectly participate

From 1 July 2026:

- messages sent by non-participating Australian message providers (those with an ABN) will be blocked
- unregistered sender IDs will be replaced with the word '**Unverified**' and grouped together in a single message thread on recipients' phones.

### New sender ID rules for message providers

- **Participate** – to continue to send text messages with sender IDs from 1 July 2026, **you must choose** to either:

#### 1. Indirectly participate

- **Partner with a participating telco** – they will send messages and meet your obligations under the register on your behalf.

#### 2. Directly participate

You must follow these rules:

- **Inform customers** – you must advise all existing and new customers about the register and publish information about the register on your website.
- **Register sender IDs** – you must offer to register sender IDs on behalf of your customers.
- **Verify** – you must verify that your customers have a clear and legitimate reason to use a sender ID (such as it matching their business name or trademark).
- **Over-stamp** – from 1 July 2026, if you send text messages you must over-stamp all unregistered sender IDs with '**Unverified**'.

### What you need to do

#### Partner with a participating telco

- Contact your telco provider to discuss partnership arrangements – **check if your provider is a participating telco**.

#### Become a participating telco

- You can offer sender ID services to organisations that have an ABN (but not those without an ABN).
- Be approved to send SMS/MMS messages with registered sender IDs.

#### Become a certified telco

- You can offer sender ID services to organisations with and without an ABN, including international organisations.
- You'll have additional responsibilities, including verifying the identity and legitimacy of the organisation you're registering sender IDs for.

Visit the [ACMA website](https://www.acma.gov.au) for help and more information.