

SMS Sender ID Register

Key Compliance and Readiness Checklist: Certified Telco

- To be a Certified telco you must be an originating telco that has applied to ACMA, and been approved, under section 7 of the SMS Sender ID Register (Application, Access and Administration) Determination 2025.
- As all certified telcos are originating, they have the same obligations as originating telcos in addition to their certified telco obligations described below. Accordingly, this Key Compliance and Readiness Checklist should be read as adding to the obligations set out in the checklist for Originating telcos.
- This checklist is not exhaustive and should not be considered as legal advice. Compliance is the responsibility of the provider.
- All references refer to the [Telecommunications \(SMS Sender ID register\) Industry Standard 2025](#) unless otherwise stated.

REGISTERING SENDER IDs ON BEHALF OF A NON-ABN ENTITY*

**Also applies to an entity that wishes to be treated as a non-ABN entity*

1. **Before** submitting **each** sender ID registration application to ACMA on behalf of a non-ABN entity* you confirm the following, as per Section 12 (4) of the Standard:
 - a. the identity of the person who has requested to make the application on behalf of the entity, using an ID verification service.
 - b. that the person is an authorised representative of the entity.
 - c. that the entity has been officially recognised or certified by a governing body, regulatory authority or accreditation organisation in the country in which the entity is based.
 - d. that the entity has a valid use case for the sender ID by confirming that the sender ID matches the entity's trademark register or entry in an official register or record in the country in which the entity is based.
2. You have established processes to make sure the contact details in the Register, including email address, for a non-ABN entity* on whose behalf you have made an application to register a sender ID are current as per Section 12 (6) of the Standard.

REGISTERING SENDER IDs ON BEHALF OF INTERNATIONAL PARTNERS

3. If you deal with international telcos who send sender ID messages for non-ABN entities*, you have entered into written contractual arrangements with those telcos (so they become your international partners) to register sender identifications on their behalf, as per Section 13 (1) to (4) of the Standard.

NOTICES

4. You provide international and EMSP partners with notices of decision from the ACMA relating to sender ID registration applications made on their behalf within 24 hours of receiving the notice from ACMA, as per Section 13 (6) of the Standard.
5. You action requests from international and EMSP partners to remove a sender identification from the Register within 24 hours of receiving the request, as per Section 13 (6) of the Standard.