

Australian SMS Sender ID Register Information

The Telecommunications (SMS Sender ID Register) Industry Standard 2025 (the "Standard") was established under the Telecommunications Act 1997 (the "**Act**") and is set to take effect in stages. The Standard mandates that all entities using Sender IDs must register these IDs to ensure they are not marked as "Unverified" or blocked starting from **1 July 2026**.

Soprano would like to bring to its customers' attention the following important information contained in **Schedule 1 of the Standard**:

- a) The Act provides for the establishment of the SMS Sender ID Register (the **Register**).
- b) **From 1 July 2026**, if a sender identification message is sent which includes a sender identification that is not registered in the Register, the sender identification message will be labelled as 'Unverified'.
- c) If your organisation wishes to send sender identification messages, it must register its sender identification in the Register and ensure that it uses one or more participating telecommunications providers to send the sender identification messages.
- d) The following types of entities can be approved to make applications to register sender identifications in the Register:
 - (i) an individual;
 - (ii) a body corporate;
 - (iii) a corporation sole;
 - (iv) a body politic;
 - (v) a government entity;
 - (vi) a partnership;
 - (vii) any other unincorporated association or body of persons;
 - (viii) a trust;

- (ix) a superannuation fund.
- e) For your organisation to be able to have its sender identification registered in the Register, it must demonstrate that it has a valid use case for the sender identification.
- f) Your organisation can make an application to register its sender identification in the Register through a participating telecommunications provider that is an originating telecommunications provider. A list of all participating telecommunications providers that are originating telecommunications providers will be made available on the ACMA's website.

IF YOUR ORGANISATION HAS AN ABN:

- g) If your organisation has an ABN, it can make an application to register its sender identification through any participating telecommunications provider that is an originating telecommunications provider, or a partner of a participating telecommunications provider. In order to obtain approval to make such an application:
 - (i) the person making the request for your organisation must be listed as an authorised contact for your organisation on the Australian Business Register, or be otherwise authorised by your organisation; and
 - (ii) the person making the request must pass an identification check; and
 - (iii) the person making the request must agree to the Register's terms of use.
- h) Once the provider has made the application for registration of the sender identification on your behalf, the person making the request for your organisation will receive instructions from the ACMA about how to access the Register.
- i) Once your organisation is approved by the ACMA, you will be able to confirm the registration of the sender identification.
- j) Any cost for registering a sender identification, including any ongoing annual charge.

- k) Once your sender identification is registered, your organisation can authorise other participating telecommunications providers to send messages using that sender identification.
- l) If your organisation has an ABN, you can also register its sender identification through an originating telecommunications provider that is a certified telecommunications provider.

IF YOUR ORGANISATION DOES NOT HAVE AN ABN:

- m) If your organisation does not have an ABN, you can only make an application to register your sender identification through an originating telecommunications provider that is a certified telecommunications provider or a partner of a certified telecommunications provider. That provider or partner will conduct similar checks to those outlined above.
- n) Please note that if your organisation does not have an ABN, you will not be able to gain access to the Register.