



強制性公積金計劃管理局  
MANDATORY PROVIDENT FUND SCHEMES AUTHORITY

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**By Email**

4 March 2024

**Circular Letter: SU/CTC/2024/002**

**To: All MPF Approved Trustees and Principal Intermediaries**

Dear Sir/Madam,

**Participation in the Short Message Service (SMS) Sender Registration Scheme**

The Authority would like to draw your attention to the SMS Sender Registration Scheme (Scheme) implemented by the Office of the Communications Authority (OFCA) in Hong Kong on 28 December 2023. The Scheme is now open for application by all sectors to help members of the public verify the identities of SMS senders, with a view to combating SMS fraud.

Under the Scheme, participating companies or organizations use Registered SMS Sender (Registered Sender) IDs with prefix "#" for sending SMS to local subscribers of mobile services in Hong Kong. With such an arrangement, members of the public can easily identify whether an SMS message is received from a Registered Sender by the prefix "#" in the SMS Sender ID.

As SMS is widely used by MPF trustees and principal intermediaries to communicate with MPF scheme members, including issuance of alerts and notifications to scheme members regarding changes in personal information or receipt of MPF transfer/ withdrawal requests, it is crucial for trustees and principal intermediaries to

take proactive measures to strengthen protection of scheme members against fraudulent SMS messages.

By joining the Scheme as Registered Senders, trustees and principal intermediaries can help scheme members verify the identities of SMS senders so as to help stop fraudsters from masquerading as trustees and principal intermediaries in sending SMS to scheme members. The Authority strongly encourages all trustees and principal intermediaries to take immediate action and participate in the Scheme. We will maintain close communication with you regarding your participation.

For further information about the Scheme and the registration of SMS Sender IDs, please visit the OFCA's webpages at [https://www.ofca.gov.hk/en/consumer\\_focus/guide/hot\\_topics/ssrs/index.html](https://www.ofca.gov.hk/en/consumer_focus/guide/hot_topics/ssrs/index.html) and [https://www.ofca.gov.hk/en/industry\\_focus/industry\\_focus/ssrs/index.html](https://www.ofca.gov.hk/en/industry_focus/industry_focus/ssrs/index.html).

Yours faithfully,



Ginni Wong  
Director (Supervision)  
Supervision Division

- c.c. Mr Banny Yu, Senior Manager, Banking Conduct Department, Hong Kong Monetary Authority  
Ms Emma Tong, Associate Director, Licensing, Intermediaries, Securities and Futures Commission  
Ms Shirley To, Senior Manager, Market Conduct Division, Insurance Authority