




Singapore SMS Sender ID Registry (SSIR)



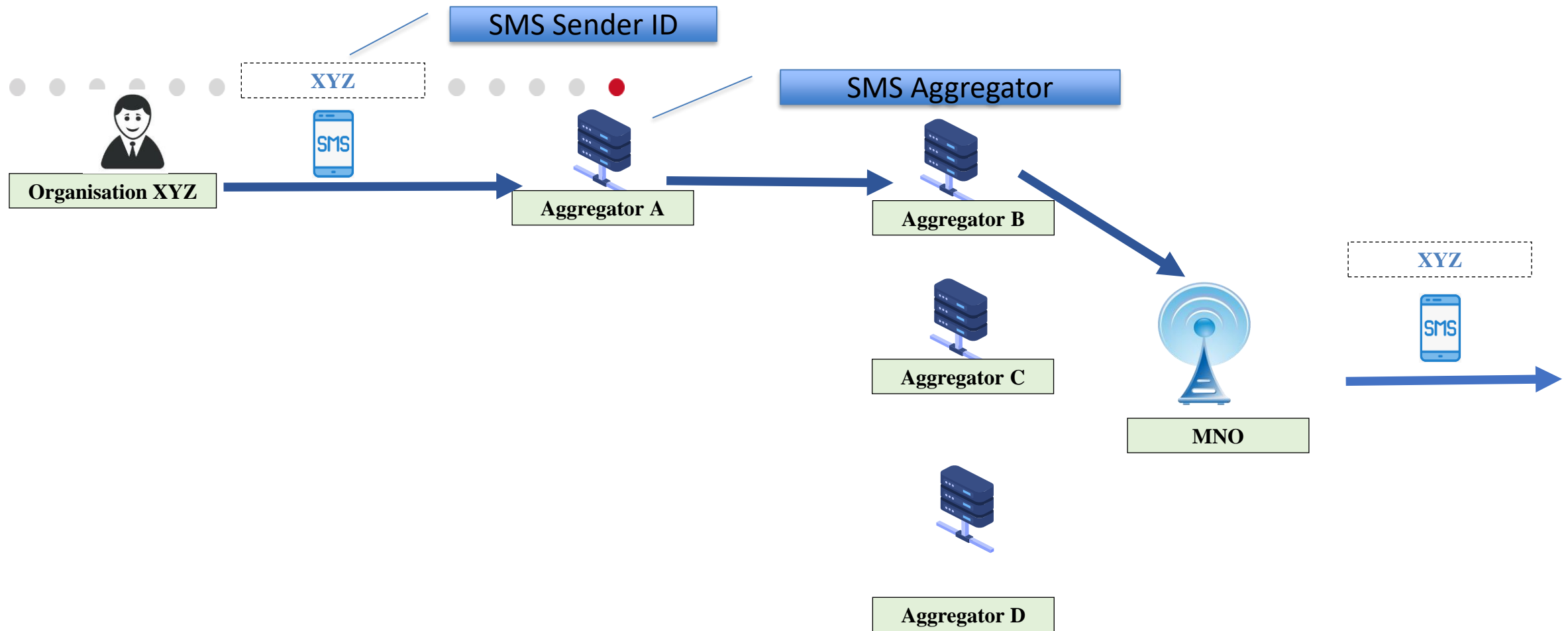
Mon Perez

18 September 2024

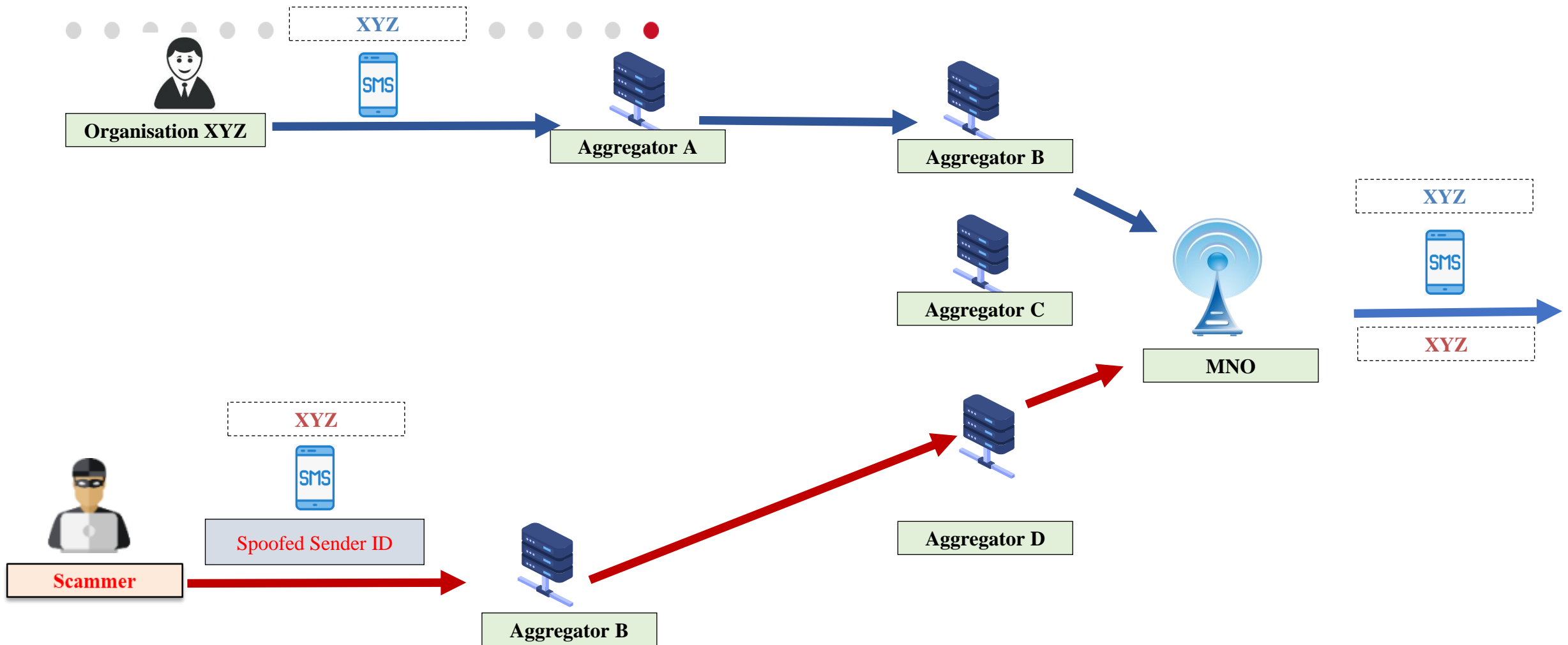
BACKGROUND

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- Growing number of scam SMS cases globally.
 - Singapore Government set up Inter-Ministry Committee on Scams (IMCS) which includes Ministry of Digital Development and Information (MDDI) and Infocomm Media Development Authority (IMDA) to combat scams.
 - IMDA set up Singapore SMS Sender ID Registry (SSIR) in March 2022 and appointed SGNIC to operate SSIR.
 - The Full SSIR Regime took effect on 31 January 2023 - organisations that use Sender ID to send SMSes to Singapore mobile users must register their Sender IDs with SSIR. Non-registered SID will be labeled as “Likely SCAM”.

HOW SMS SENDER IDs ARE DELIVERED



HOW A SCAMMER CAN SPOOF SMS SENDER IDs

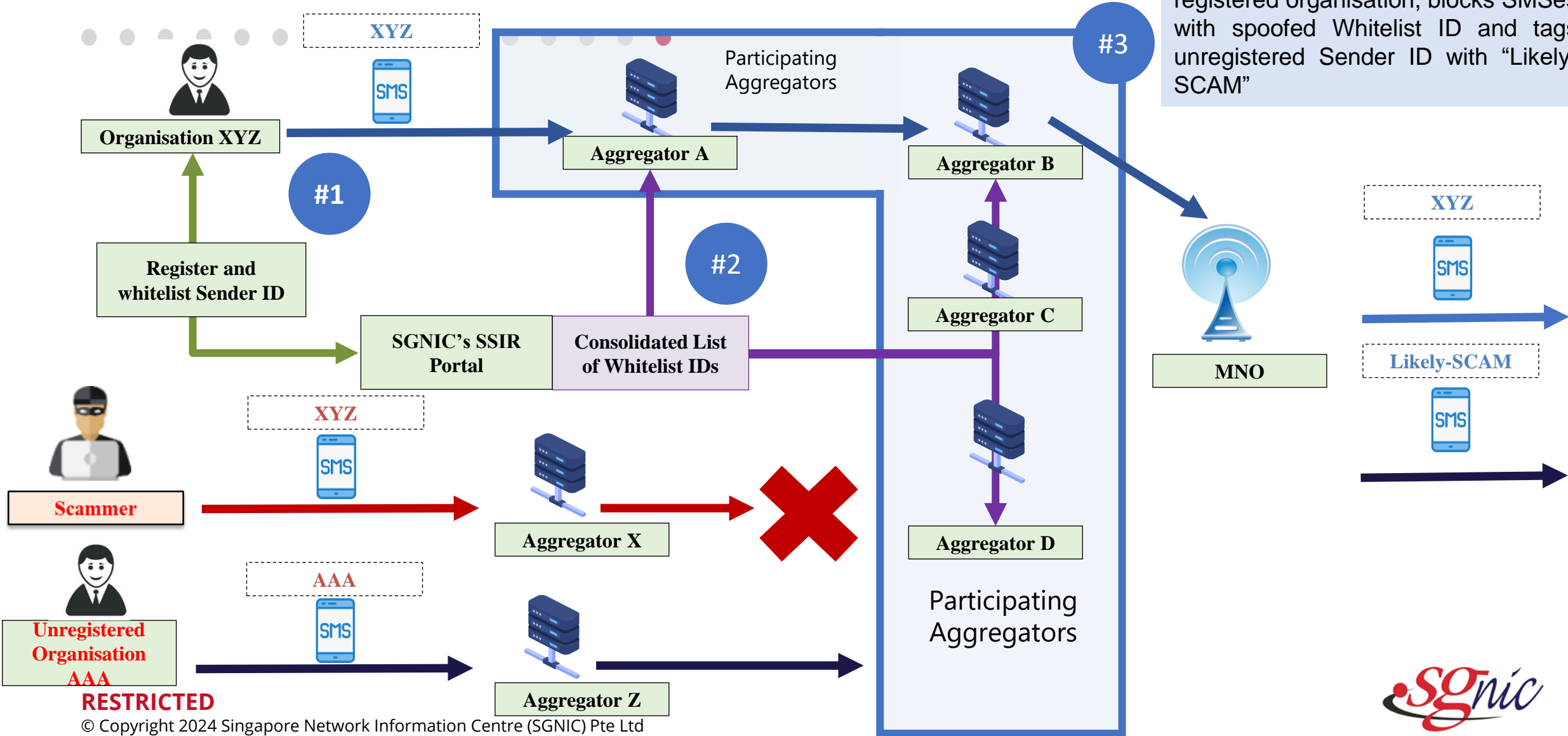


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HOW REGISTERED SMS SENDER IDS WILL BE PROTECTED

- #1 – Organisation registers with SGNIC the SMS Sender IDs that it wishes to protect
- #2 – SGNIC updates the Sender IDs to the Participating Aggregators
- #3 – Aggregators passes through whitelisted SenderIDs from the registered organisation, blocks SMSes with spoofed Whitelist ID and tags unregistered Sender ID with “Likely-SCAM”



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KEY STAKEHOLDERS



IMDA – Regulate and develop anti-scam measures across various communications channels to safeguard SMS to Singapore users.



SGNIC – Operate SSIR as a central body to onboard users (government agencies and organisations) and registration of Sender IDs.



Organisations – Sign up an account and register their Sender IDs with SSIR.



Participating Aggregators – Licensed by IMDA to undertake the delivery of SMS with Sender IDs registered with SSIR.

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OVERVIEW OF SINGAPORE SMS SENDER ID REGISTRY (SSIR)



- Central body to administer application of SSIR account and registration of Sender IDs.
- Partner IMDA to formulate SSIR User Agreement and Rules of Registration e.g.:
 - Nexus between registered organisations and proposed Sender IDs.
 - Alphanumeric Sender ID: should be between 3-11 characters, cannot be generic or sensitive in nature, etc.
 - Numeric Sender ID: Short Code 5 digits starting with 7 and Long Virtual Number must be 10 digits starting with 8 or 9.
- Design and manage the SSIR portal for sign up with SSIR and registration of Sender IDs, and constantly enhance the portal's features e.g. Sender ID Query (akin to WHOIS) to enable self-help enquiry on registered Sender IDs.
- Communicate with Participating Aggregators to work with their clients that onboarded SSIR to use registered Sender IDs to deliver SMSes to Singapore mobile users.

SSIR HAS POSITIVE OUTCOME

- “The SSIR has been effective. Cases of scam SMSes fell by 70% in the first three months that it was mandated and remain a minority – less than 5% – among new cases reported” – *Speech by MDDI Minister Josephine Teo on Building an Inclusive and Safe Digital Society, 10 January 2024.*
- Public are cautious when receiving SMS labelled with “Likely-SCAM”.

THE STRAITS TIMES

Almost 2,000 organisations registered with SMS registry that will roll out ‘likely scam’ alerts from Jan 31



SMSes from organisations not in central registry to be labelled as 'likely scam' from Jan 31

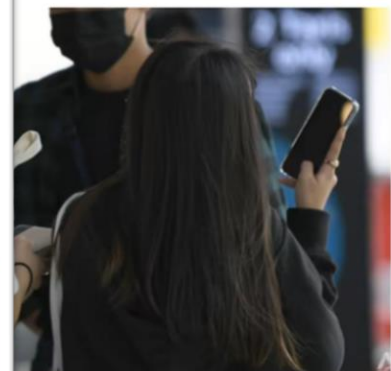
< **Likely-SCAM**

Text Messages
10:10

Pay: You have a bill that will be overdue and incur a penalty. Please check and complete the payment: bbs.ty/3TRQdLw

10:15

An example of what a "Likely-SCAM" SMS would look like. (Image: Infocomm Media Development Authority)



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LEARNING POINTS



- SSIR was set up and operational in a short time frame – *How we did it ?*
- Leverage on cloud technology and agile development to speed up the deployment of SSIR portal.
- Working groups met regularly to swiftly respond to ground issues and address the dynamic SMS ecosystem.
- Clear communications with organisations to guide them to onboard SSIR and registration of Sender IDs.
- Close coordination with IMDA and Participating Aggregators to roll out SSIR implementation.

THANK YOU

