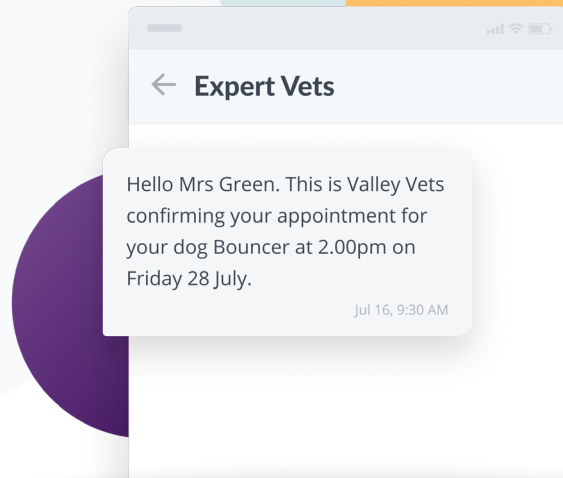


Sender ID Regulations

Registration and approval of your sender ID.



What is a Sender ID?

A sender ID identifies who, or what organisation has sent a message – and your customers see it when they receive an SMS from you.

The ID can be alpha-numeric, contain between 4 and 11 characters including spaces, and use both upper and lowercase letters.

Sender IDs are used for sending one-way messages only and do not support replies. If you require two-way conversational messaging, you will need to purchase a Virtual Mobile Number (VMN) or a Short Code from Esendex.

Registering your Sender ID

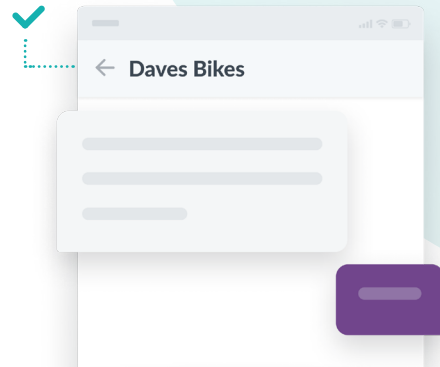
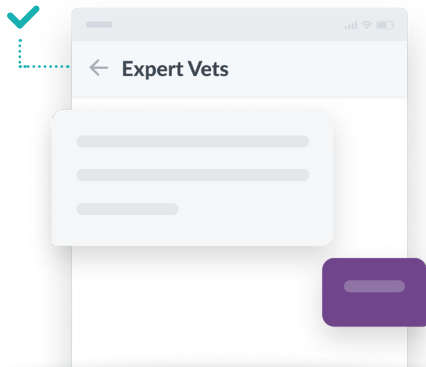
The [Australian Communications and Media Authority](#) (ACMA) regulations require you to register your sender ID for approval, prior to sending messages within Australia. This allows numbers to be identified and traced and will help to prevent text messages that seek to defraud recipients.

Sender IDs need to be registered with, and approved by, the company you use to send text messages. That means you'll need to register with the team here at Esendex.

The regulations are there to protect you and your reputation, by reducing the likelihood of anyone impersonating and using your company credentials to defraud your customers or staff.

Compliant sender ID format

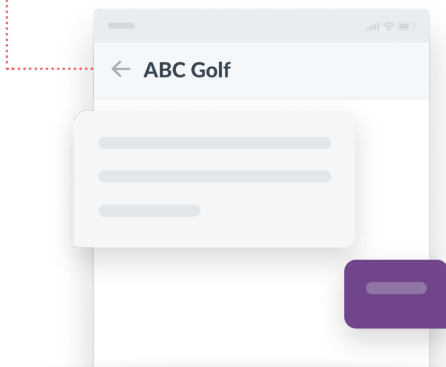
Your sender ID **must identify you** as the sender. This means that the name of your brand, company or organisation must be displayed clearly and prominently.



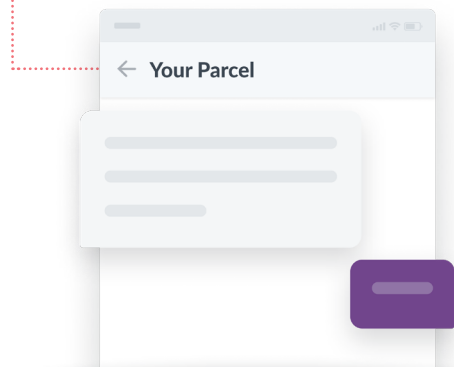
Non-compliant sender ID formats

To be compliant, your sender ID must **not** include:

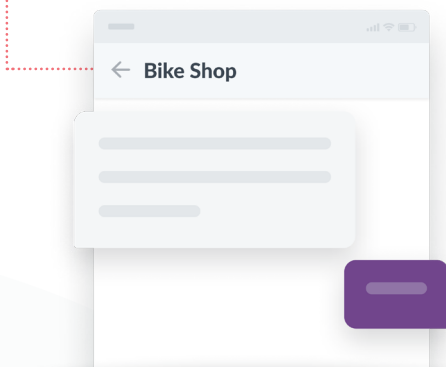
✗ Another company's or organisation's name



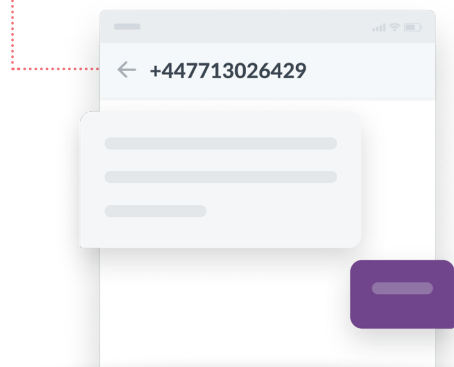
✗ Only generic wording to describe a service



✗ Only a generic term to describe your organisation



✗ Your or another organisation's phone number*



*A [Virtual Mobile Number \(VMN\)](#) or [shortcode](#) you purchase from Esendex can still be used.

How to register your sender ID for approval

Your sender ID must be approved by 30th June 2023, in order for you to be able to continue to send SMS within Australia. If you are an existing customer of Esendex, we will contact you to help you to meet this deadline.


You will need to register your sender ID(s) whether you send SMS using the Esendex [portal](#), [API](#), [email to SMS](#) or via an [automation](#).

From 1 July 2023, you will be able to register any new sender IDs for approval online, using your Esendex account.

Any questions?

Please visit our [support page](#), where you'll find an FAQ section and more information about the new regulations.

If you need any further help, please contact us:

 0345 356 5759



www.esendex.co.uk



support@esendex.com

