



An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

SMS Sender ID Registry

Public Guide

Version 1.2

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Disclaimer

This document provides a guide for users of the SMS Sender ID Registry – Public Portal. The purpose of this guide is intended to assist users engaged in the Sender ID registration process and members of the public who wish to search and view approved Sender IDs.

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Introduction

This document provides a guide for users of the SMS Sender ID Registry – Public Portal.

The guide is intended to assist users engaged in the Sender ID registration process, including:

1. Members of the public who wish to search and view approved Sender IDs.
2. Sender ID Owners (Organisations)
3. Participating Aggregators
4. Mobile Service Providers

The purpose of this guide is to assist users in navigating the Public-facing module of the Registry, to assist users with the registration and search processes.

This guide provides step-by-step instructions on how to:

1. Sign-up for the Sender ID Registry
2. Register as a Sender ID Owner, Participating Aggregator or Mobile Service Provider
3. Submit a request for a new Sender ID
4. Assign a Third Party to a Sender ID
5. Specify an Originating Participating Aggregator (OPA) for a Sender ID
6. Configure and manage your user account
7. Log in to the Registry
8. Perform a Sender ID Search
9. Search for Participating Aggregators (PAs)
10. Browse Further Information on the Registry (including Registry Q&A).

Sign-up for Sender ID Registry

Note: If you intend to sign up as a Sender ID Owner (SIDO) or Participating Aggregator/Mobile Service Provider, please follow these steps.

- 1.1. Open the Public SMS Sender ID Registry: <https://senderid.comreg.ie>
- 1.2. To sign up for Sender ID Registry, click the “Sign-Up” button (See Fig .1).

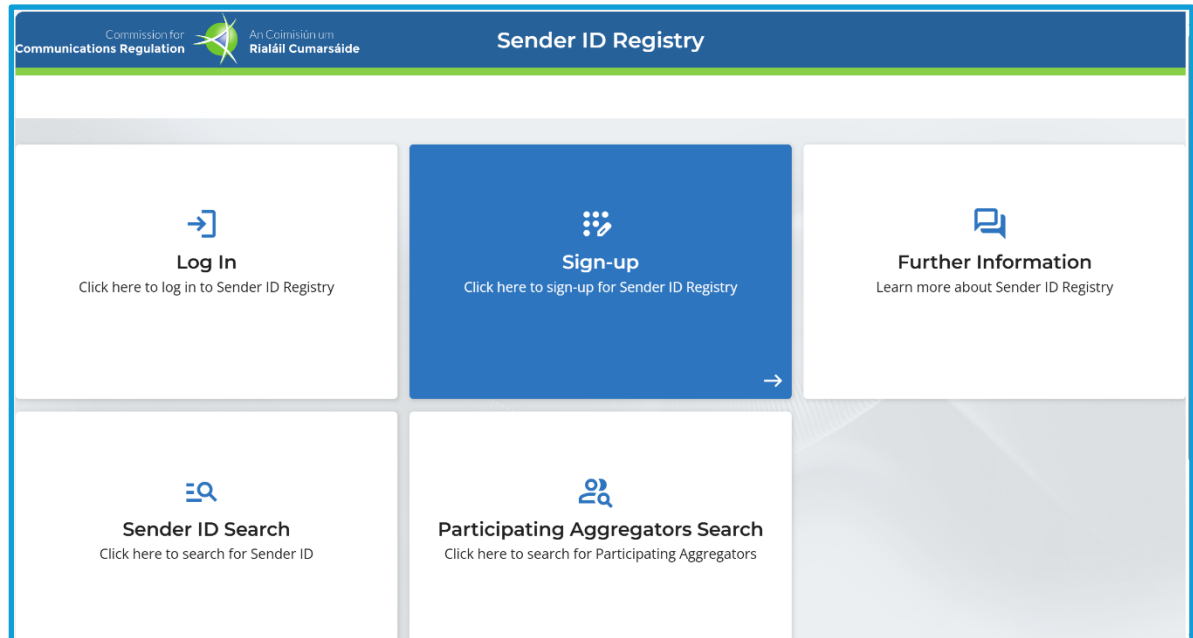


Fig.1

- 1.3. When you click the button, the system will automatically open the form for providing organisation details (see Fig.2).

Note: To be able to create an account for you on the Sender ID Registry we need details of your organisation (company, club, charity etc.).

The screenshot shows the 'Sign Up' process for the SMS Sender ID Registry. It is a multi-step form with three steps indicated by numbered circles at the top: 1. Provide organisation details (active), 2. (disabled), and 3. (disabled). The current step, 'Provide organisation details', has a sub-header 'Organisation details'. Below this, there is instructional text: 'If you are an organisation (company, club, charity etc) that sends SMS message, wishing to apply for your own SMS Sender ID(s) please select "I'm applying to be a Sender ID Owner".' and 'If you are an SMS Provider that carries SMS messages on behalf of businesses please select "I'm applying to be a Participating Aggregator/Mobile Service Provider".' The form contains two radio buttons for selection. The first option, 'I'm applying to be a Sender ID Owner', is selected. Below the radio buttons are several input fields: 'Organisation Type*' (a dropdown menu), 'Organisation Phone Number*', 'Organisation Email Address*' (with an information icon), 'Organisation Web Address*', 'Trademark Numbers', 'Tax Registration Number', and 'CRO Number*' (with an information icon). There is also a checkbox labeled 'I don't have a CRO Number'. At the bottom of the form, there is a section for 'Registered Address'.

Fig.2

1.4. Select one of the following options:

- If you are an organisation (company, club, charity etc.) that sends SMS messages, wishing to apply for your own SMS Sender ID(s) please select '*I'm applying to be a Sender ID Owner*'.
- If you are an SMS Provider that carries SMS traffic on behalf of businesses, please select '*I'm applying to be a Participating Aggregator/Mobile Service Provider*'

1.5. Select your Organisation Type from the following list:

- Company
- Charity
- Club
- State Body
- Health Professional
- Partnership/Sole Trader

1.6. Provide your Organisation's:

- Phone Number
- Email Address (This email address is your organisation's generic/public address e.g. info@company.ie)
- Web Domain

1.7. Provide at least **one** of the three mandatory fields:

- Companies Registration Office (CRO) Number

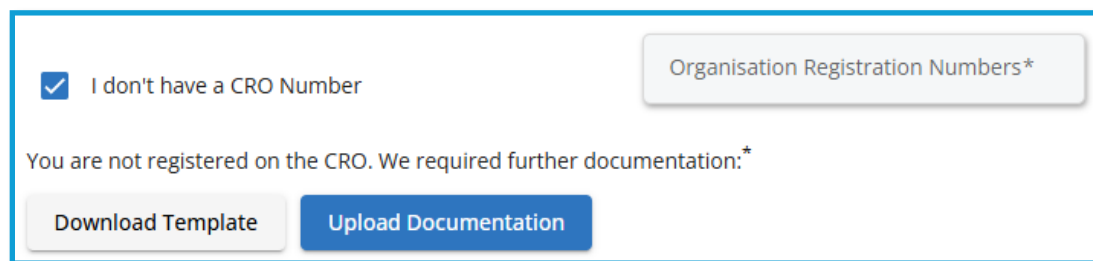
- Trademark Numbers
- Tax Registration Number
- ComReg’s Electronic Register of Authorised Undertakings (“ERAU”)¹ Reference (only for Participating Aggregator/Mobile Service Providers)

1.8. Upon entering the CRO Number, the system will automatically populate the Registered Address.

1.9. If the system does not recognise the CRO number, enter the Registered Address manually:

- Address
- Country (from the list of available countries only)
- Eircode or international equivalent

1.10. If you **DO NOT have a CRO number or if, having entered your CRO number the pre-populated Registered Address is not yours**, tick the box “I don’t have a CRO Number”. The system will then display buttons to download instructions and upload the required documents (See Fig.3).



The screenshot shows a web form with a checkbox labeled "I don't have a CRO Number" which is checked. To the right of the checkbox is a text input field labeled "Organisation Registration Numbers*". Below the checkbox, a message states: "You are not registered on the CRO. We required further documentation:*". At the bottom of the form, there are two buttons: "Download Template" and "Upload Documentation".

Fig.3

If you have ticked “I don’t have a CRO Number”, please provide evidence that your application is from a legitimate organisation which has a need to register a Sender ID in the State.

The more information you can provide now the more straightforward the application will be. We may need to contact you by email to seek further clarification. (ComReg reserves the right to refuse any application that does not meet the criteria).

To demonstrate that your organisation meets the criteria to register a Sender ID, please submit one or more of the following:

¹ See <https://serviceregister.comreg.ie/>

- A copy of your Certificate of Incorporation/Company Registration Certificate (or international equivalent),
- The trademark number or a digital copy of the trademark certificate for a trademark holder that holds a trademark that is enforceable in the State
- A copy of your charity registration certificate or details of your charity registered number from the Charities Regulator or evidence of registration as a non-profit making organisation in the State;
- Evidence that your organisation's premises is in the State, e.g. organisations such as schools, clubs etc.
- A copy of your partnership/sole trader tax number in your name(s) or proof of your business or Irish Income tax registration.

If it is not possible to provide any of the above information but you wish to submit other evidence that yours is a legitimate organisation and has a need to register a Sender ID in the State, you may still do so by submitting other evidence.

If you wish to submit more than one file, please combine them into a single zip file².

Please upload all documentation by pressing the 'Upload Documentation' button.

1.11. Fill in the Your Contact Details:

- First & Last Name
 - Contact Phone Number
 - Contact Email Address
- (This is the person we will contact to create a Registry Account).

1.12. If your Business Address is the same as the Registered Address, tick the box "Use the same as Registered Address".

1.13. If your Business Address is different, enter the Business Address details manually:

- Address
- Country (from the list of available countries only)
- Eircode or international equivalent

1.14. If the Organisation Details are successfully provided, click the "Next" button.

1.15. If Mandatory fields are not completed, the system will highlight the incomplete fields.

² ZIP file: A compressed file format that allows multiple files to be packaged together.

- 1.16. When you click the “Next” button, the system will automatically open the form to request Sender IDs (see Fig.4).

You may apply for Sender ID(s) **now or after** your Account has been activated.

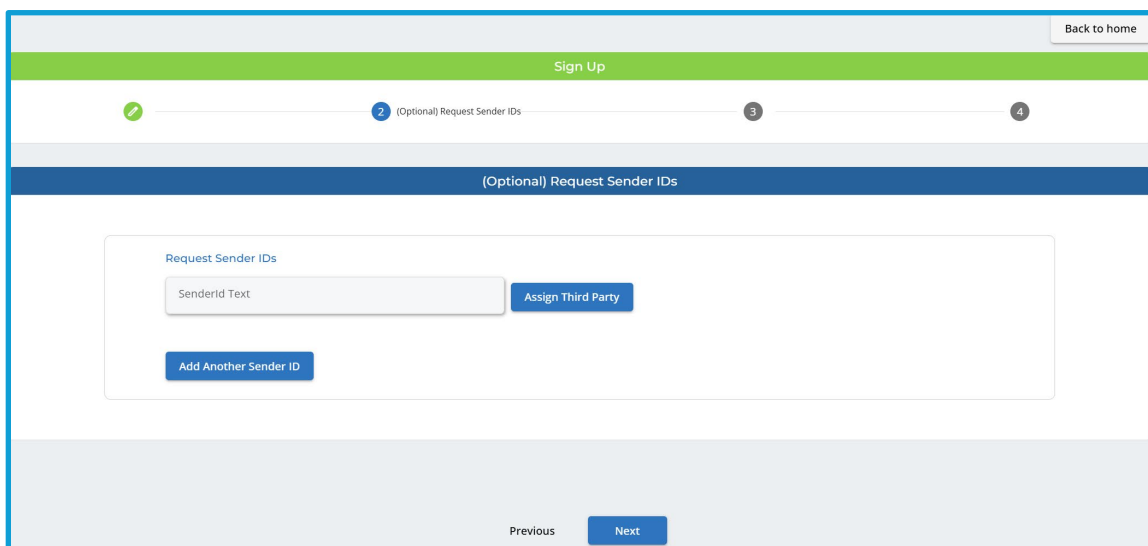


Fig.4

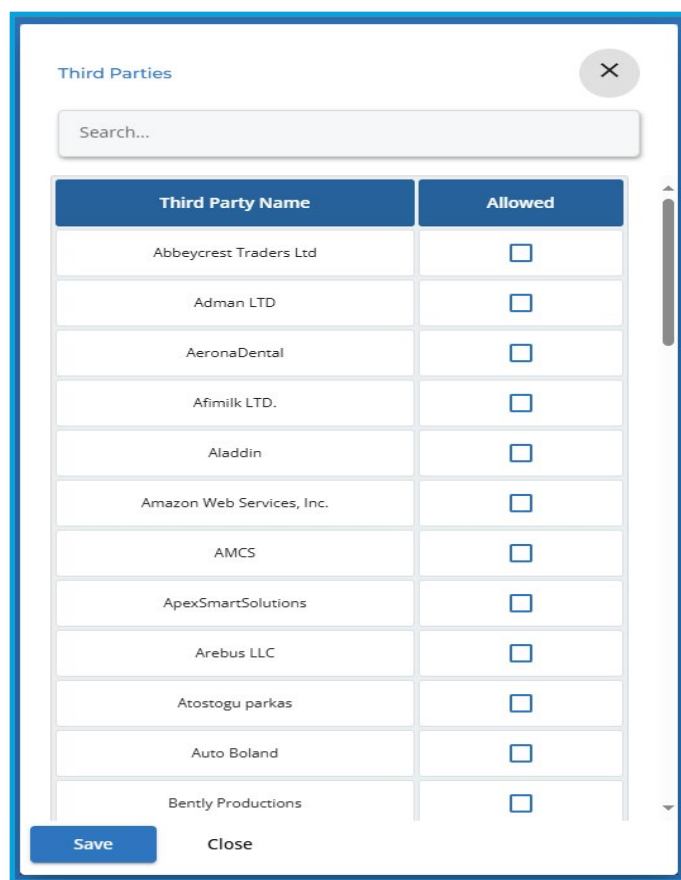
- 1.17. If you wish to apply for a Sender ID now, enter the Sender ID text. The system will validate the entered Sender ID text according to the *Rules of Registration*. Press “Next” to continue.
- 1.18. If you need to assign a Third Party, click the “Assign Third Party” button.

Note: *Most organisations send SMS messages directly to a Bulk SMS Provider. However, a Third Party is sometimes used to send messages to a Bulk SMS Provider on behalf of the organisation.*

Only Assign a Third Party if you are actually using one. In the next step you will need to select your Bulk SMS Providers (OPAs).

If you are not sure if you are using a Third Party or not, please contact your SMS messaging provider.

- 1.19. The system will automatically open the “Third Parties” menu (See Fig. 5).



The screenshot shows a web form titled 'Third Parties' with a search bar at the top. Below the search bar is a table with two columns: 'Third Party Name' and 'Allowed'. The table lists 13 third parties, each with an unchecked checkbox in the 'Allowed' column. At the bottom of the form are two buttons: 'Save' and 'Close'.

Third Party Name	Allowed
Abbeycrest Traders Ltd	<input type="checkbox"/>
Adman LTD	<input type="checkbox"/>
AeronaDental	<input type="checkbox"/>
Afimilk LTD.	<input type="checkbox"/>
Aladdin	<input type="checkbox"/>
Amazon Web Services, Inc.	<input type="checkbox"/>
AMCS	<input type="checkbox"/>
ApexSmartSolutions	<input type="checkbox"/>
Arebus LLC	<input type="checkbox"/>
Atostogu parkas	<input type="checkbox"/>
Auto Boland	<input type="checkbox"/>
Bently Productions	<input type="checkbox"/>

Fig.5

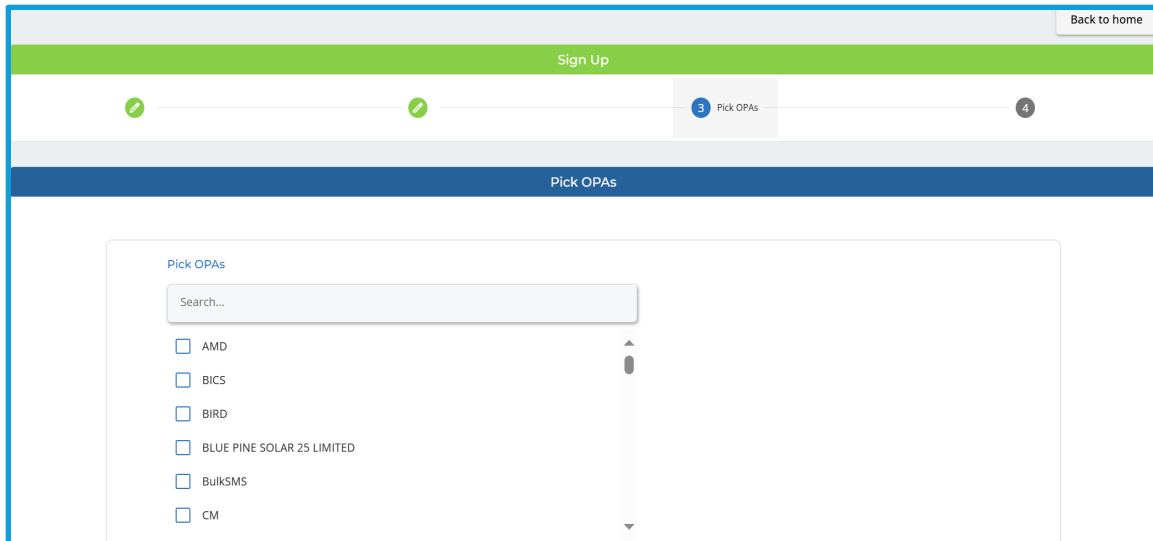
- 1.20. Use the search field to enter the Third Party, if necessary.
- 1.21. Check the “Allowed” box for the Third Party you wish to assign to the Sender ID and click the “Save” button to complete the assignment.
- 1.22. If you need to add additional Sender IDs, click the “Add Another Sender ID” button. In case you do not need to create a Sender ID now, click the “Next” button.
- 1.23. When you click the “Next” button, the system will automatically open the “Pick OPAs” form (See Fig. 6).

Note: *If you have applied for a Sender ID(s) we need to know the SMS Provider’s you are using.*

SMS Providers are called 'OPAs' on the SMS Sender ID Registry.

You must tell us which SMS Providers (OPAs) you use to ensure your text messages are not affected.

Please select ALL SMS Providers (OPAs) you use.

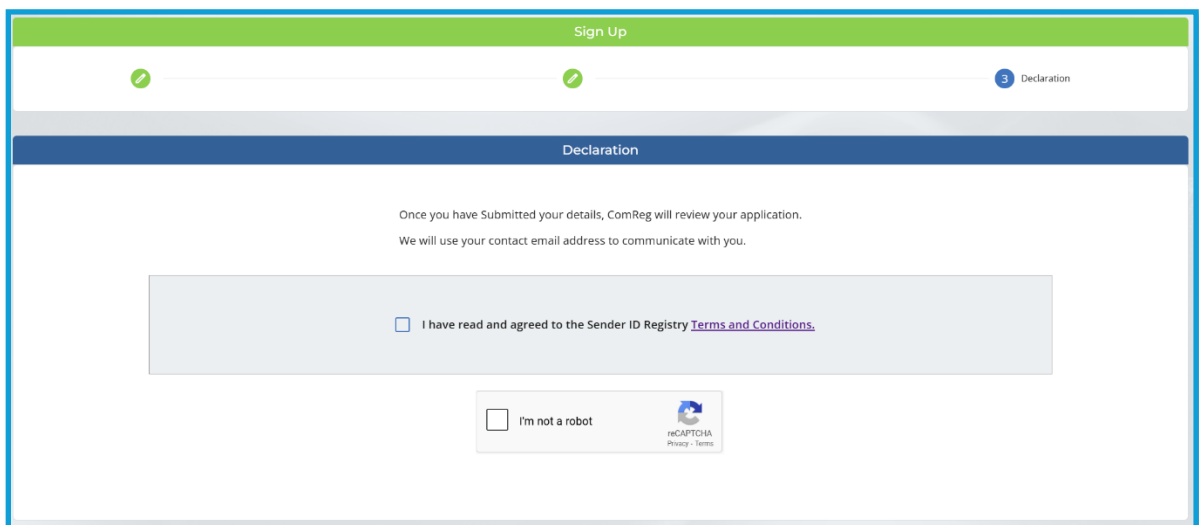


The screenshot shows the 'Sign Up' progress bar at the top with four steps: 1. Sign Up, 2. Verify Email, 3. Pick OPAs (current step), and 4. Declaration. Below the progress bar is a dark blue header labeled 'Pick OPAs'. The main content area contains a search bar with the placeholder text 'Search...'. Below the search bar is a list of OPAs with checkboxes:

- ☐ AMD
- ☐ BICS
- ☐ BIRD
- ☐ BLUE PINE SOLAR 25 LIMITED
- ☐ BulkSMS
- ☐ CM

Fig.6

- 1.24. Use the search field to enter the name of the OPA, if needed.
- 1.25. Check the box next to the OPA you wish to assign to the Sender ID.
- 1.26. In case you do not need to create a Sender ID now, click the “Next” button
- 1.27. When you click the “Next” button, the system will automatically open the “Declaration” form (See Fig. 7).



The screenshot shows the 'Sign Up' progress bar at the top with four steps: 1. Sign Up, 2. Verify Email, 3. Declaration (current step), and 4. Pick OPAs. Below the progress bar is a dark blue header labeled 'Declaration'. The main content area contains the following text:

Once you have Submitted your details, ComReg will review your application.
We will use your contact email address to communicate with you.

Below this text is a large light gray box containing a checkbox and the text: ☐ I have read and agreed to the Sender ID Registry [Terms and Conditions](#).

At the bottom of the form is a checkbox labeled 'I'm not a robot' next to a reCAPTCHA logo and the text 'reCAPTCHA Privacy - Terms'.

Fig.7

- 1.28. Tick the box to confirm the Declaration.
- 1.29. Tick the “I’m not a robot” box and complete the CAPTCHA form to confirm.
- 1.30. To complete the registration, click the “Submit” button.

Log-in to the Sender ID Registry

- 1.31. If your registration is successfully approved, an email will be sent from senderid@comreg.ie to the Contact email address you provided containing a link to access the Sender ID Registry.
- 1.32. When you click the link within the email, you will be automatically redirected to the Sender ID Registry to set your new password (see Fig.8).

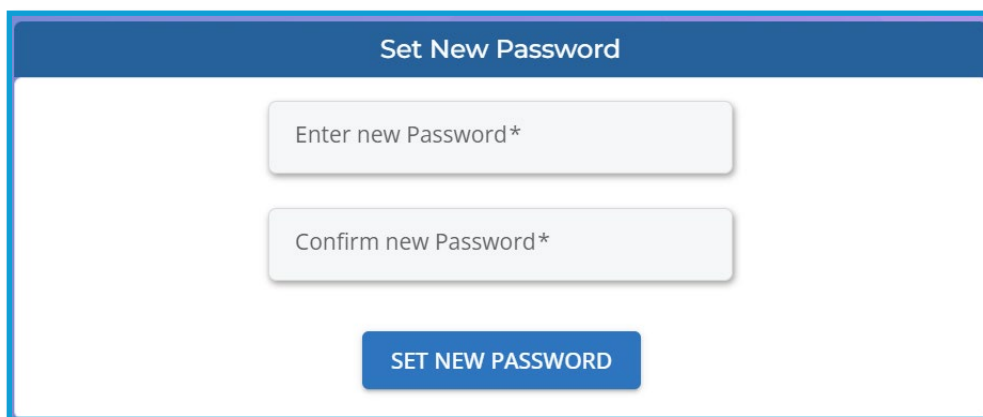
The screenshot shows a web form titled "Set New Password" in a blue header bar. Below the header, there are two light gray input fields. The first field is labeled "Enter new Password *" and the second is labeled "Confirm new Password *". Below these fields is a blue button with the text "SET NEW PASSWORD" in white capital letters.

Fig.8

- 1.33. In the “Set New Password” form, enter your new password and confirm the new password and click the “Set New Password” button.
- 1.34. The password must:
- Be at least 7 characters in length
 - Include at least 1 number
 - Include at least 1 of the following characters: #?!@\$%^&8-
 - Note that other special characters do not work.
- 1.35. To login, you will need to click the “Log In” button, after which a login page will be displayed (See Fig.9).

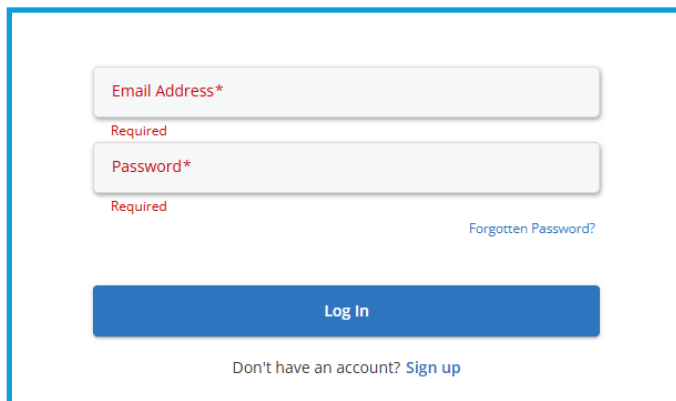
The screenshot shows a login form with two light gray input fields. The first field is labeled "Email Address *" in red text, with "Required" written in smaller red text below it. The second field is labeled "Password*" in red text, with "Required" written in smaller red text below it. To the right of the password field is a blue link that says "Forgotten Password?". Below the input fields is a blue button with the text "Log In" in white. At the bottom of the form, there is a link that says "Don't have an account? Sign up".

Fig.9

- 1.36. To login, you will need to enter your email address and password.
- 1.37. In case of a subsequent login, if you forget your password, you can click the “Forgotten Password” button, and the system will prompt you to enter your email address to reset your password.
- 1.38. Upon successful login, the System will display the Sender ID Registry page.

Sender ID Search

Note: The Sender ID search provides information on the Organisation that owns and uses specific Sender IDs.

If a Sender ID is not found here, then it has not been approved by ComReg for use by any organisation at this time.

1.39. Open the Public SMS Sender ID Registry: <https://senderid.comreg.ie>

1.40. To search for registered Sender IDs, click the “Sender ID Search” button (See Fig.10).

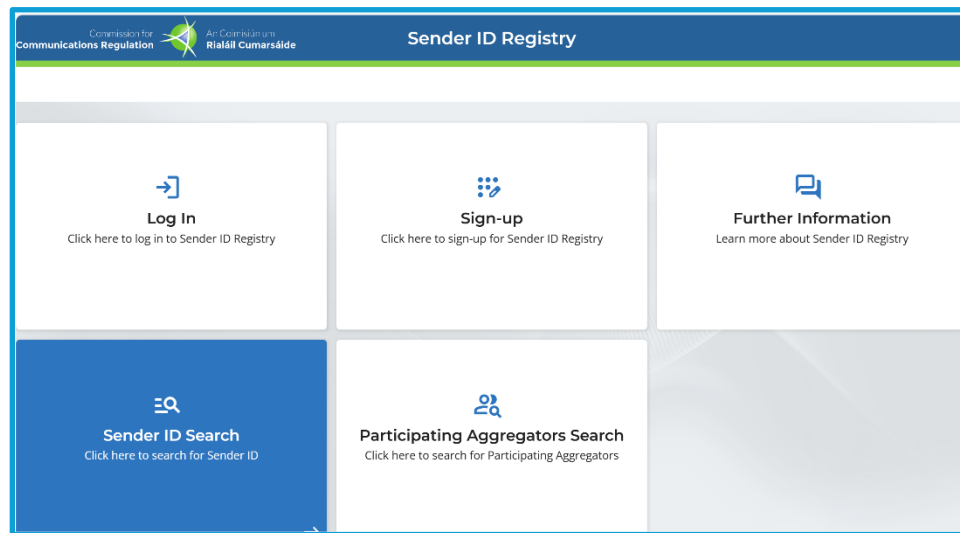


Fig.10

1.41. When you click the button, you will be automatically redirected to the Sender ID Search form (see Fig.11).

The image shows the 'Sender ID Search' form. It has a blue header with the text 'Sender ID Search'. Below the header, there is a search input field with the placeholder text 'Search *'. To the right of the input field is a 'Back' button.

Fig.11

1.42. Enter the Sender ID text in the search field, and the system will perform a search in the Sender ID Registry.

1.43. You must enter at least three characters to perform the search.

1.44. The system will only search for Sender IDs that have status “Approved” or “Pending” (See Fig.12).

Sender ID Search

The Sender ID search provides information on the Organisation that owns and uses specific Sender IDs.
If a Sender ID is not found here then it has not been approved by ComReg for use by any organisation at this time.

Search*

dhl

Back

Sender ID	Organisation Name	Status
DHL	DHL	Approved
DHL Express	DHL	Approved
DHL IE	DHL	Approved

Items per page: 10

1 - 3 of 3 < >

Fig.12

1.45. To return to the previous menu, click the “Back” button.

Participating Aggregators Search

Note: This is a list of all SMS Providers registered with ComReg.

Only registered SMS Providers can handle registered Sender IDs in Ireland.

- 1.46. Open the Public SMS Sender ID Registry: <https://senderid.comreg.ie>
- 1.47. To search for Participating Aggregators, click the “Participating Aggregators Search” button (See Fig .13).

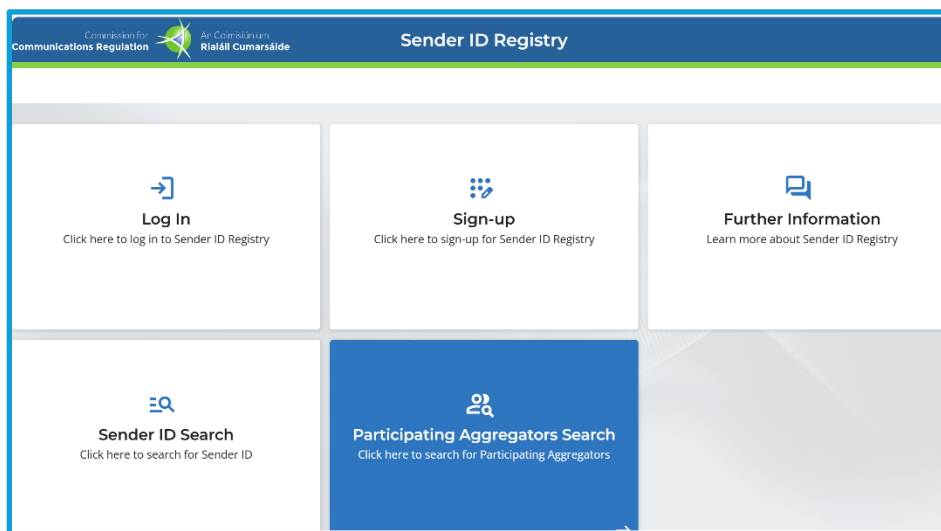


Fig.13

- 1.48. When you click the button, you will be automatically redirected to the Participating Aggregators Search form (see Fig.14).



Fig.14

- 1.49. Enter the Organisation name in the search field, and the system will perform a search in the Sender ID Registry. The system will only search for registered organisations.
- 1.50. To return to the previous menu, click the “Back” button.

Further Information

- 1.51. Click the Further Information button at <https://senderid.comreg.ie/> (See Fig .15).

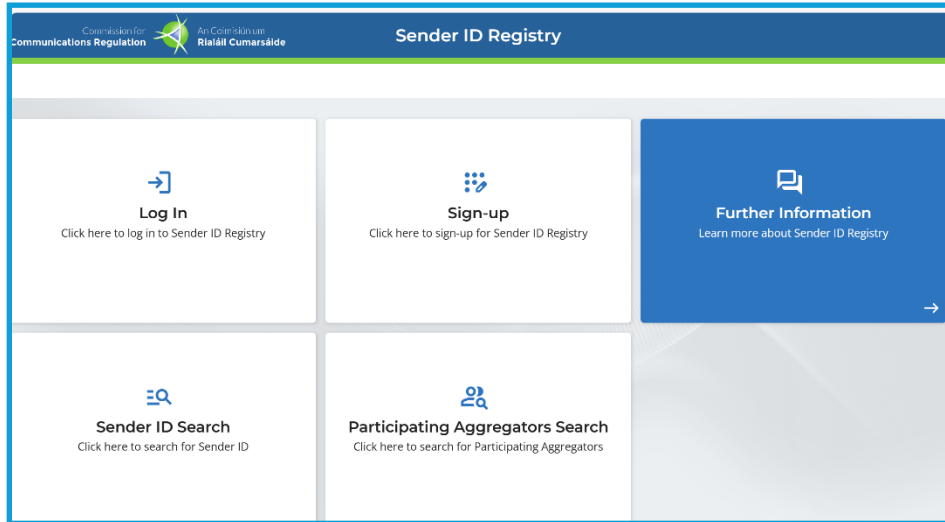


Fig.15

- 1.52. When you click the button, the system will display ComReg's Sender ID information webpage that includes a link to a Registry Q&A webpage.

Questions

- 1.53. If you have any questions, please email senderid@comreg.ie

Glossary

CAPTCHA: Completely Automated Public Turing test to tell Computers and Humans Apart

ComReg: Commission for Communications Regulation

CRO: Company Registries Office in Ireland

Eircode: Postcode in Ireland

ERAU: Electronic Register of Authorised Undertakings

MSP: Mobile Service Provider

OPA: Originating Participating Aggregator

PA: Participating Aggregator

Registry: ComReg's SMS Sender ID Registry

SMS: Short Message Service

SMS Sender ID: SMS Sender Identification