



An Coimisiún um
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ComReg Media Release

ComReg launches Registry for organisations to help prevent SMS text message scams in Ireland

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The Commission for Communications Regulation (ComReg) has today (04.06.2025) launched an SMS Sender ID Registry (Registry) to help prevent Short Message Service (SMS) scams. The purpose of the Registry is to help protect consumers, services and brands by assisting mobile service providers to identify and block fake SMS messages.

Application-to-Person (A2P) SMS messages often include a name (SMS Sender ID) to indicate who sent it. This Sender ID may be the name of the organisation or public service who sent the text message e.g. 234BANK.

Scammers often use SMS (text messages) with fake Sender IDs to mimic trusted services and brands. Such SMS scams can be difficult to distinguish from genuine and legitimate SMS text messages. These fake messages undermine trust in SMS and are a threat to important public and private business services as well as to consumers.

The Registry is a secure repository of registered SMS Sender IDs, registered Sender ID Owners, Participating Mobile Service Providers and Participating SMS Aggregators ('SMS Providers'). SMS Providers will be required to check text messages from SMS Sender IDs against the registered SMS Sender IDs in the Registry to help prevent scam texts reaching consumers. **From 3 July 2025, unregistered Sender IDs will be modified to 'Likely Scam'.** The aim of this modification is to alert the recipient that the SMS may not be legitimate, and to be cautious of the content of the message. **From 3 October 2025, SMS messages from unregistered SMS Sender IDs will be blocked.**

ComReg is asking all organisations using SMS Sender IDs in their SMS communications with customers, clients and service users to take action and register their Sender ID now.

In support of ComReg's initiative, over seven thousand SMS Sender IDs have already been pre-registered by SMS providers managing A2P SMS traffic on behalf of organisations. **If an SMS Sender ID has not been pre-registered, it is crucial that it is registered now.** Organisations may register their own SMS Sender ID or

their SMS provider may register the SMS Sender ID on their behalf. SMS Sender ID registrations will be on a first come, first served basis. Organisations can register SMS Sender IDs and check if their SMS Sender ID has been pre-registered at www.comreg.ie/senderid

Welcoming the initiative the Minister for Culture, Communications and Sport, Patrick O'Donovan TD said:

“Many organisations, particularly in the public sector, use text messaging as a valuable and effective tool in delivering services to the public. I welcome the launch of the SMS Sender ID Registry, which will increase confidence in the use of SMS services and help stop scam text messages from even reaching customers. This Government is committed to tackling fraud, and this measure will contribute to this commitment by reducing the vulnerability of consumers to fraud carried out over SMS.”

Commenting on the launch of the Registry, ComReg Chairperson, Garrett Blaney said:

“ComReg is actively engaging with Mobile Service Providers, SMS Aggregators and organisations using SMS Sender IDs to ensure that as many legitimate SMS Sender IDs as possible are registered before the **‘Likely Scam’ modification phase begins on 3 July 2025**. This is important to ensure a smooth implementation of the SMS Sender ID Registry, to help protect consumers, and to limit impact on organisations.”

“The SMS Sender ID Registry is just one of a number of interventions introduced by ComReg to help mitigate the scourge of scam phone calls and text messages. Europe Economics estimate the annual level of harm to Irish consumers and businesses from scam calls and texts at over €300 million, of which approximately €115 million is attributed to scam texts.”

For more information see www.comreg.ie/senderid

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Issued By

Tom Butler
Public Affairs Manager, ComReg Ph: 01
8049639 tom.butler@comreg.ie
Mobile: 087 2536358

Clodagh McGinley
Communications and Public Affairs Assistant,
ComReg clodagh.mcginley@comreg.ie
Mobile: 086 206 5705