



An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

Nuisance Communications

International Cooperation to combat scams

SMS Sender ID Intervention Update

Scam Call Interventions Update

Information Notice

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An Coimisiún um Rialáil Cumarsáide
Commission for Communications Regulation

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1. International Cooperation to combat scams

Combatting scam calls and texts in Ireland

- 1.1 In April 2024 the Commission for Communications Regulation (“ComReg”) adopted a number of Decision Instruments¹ to introduce a package of interventions to combat scam calls and texts. These interventions were informed by the advice of expert advisors and over thirty submissions to the public consultation from organisations in both the telecommunications and financial sectors.
- 1.2 ComReg oversees the implementation of the interventions through its industry forum, the Nuisance Communications Industry Forum (NCIF)² which now has over sixty member organisations.

Proactive engagement at international level

- 1.3 Scam calls and messages are not unique to Ireland, this is a global scourge with many countries suffering its consequences. Unsurprisingly, an increasing number of international National Regulatory Authorities (“NRAs”) are taking action to combat scams using a variety of interventions.
- 1.4 As international NRAs build up their defences against scams, fraudsters quickly adapt to regulatory interventions designed to suppress their illegal activities. ComReg must continue to promptly implement its interventions so that Ireland is not easy prey for scammers who switch away from countries with better defences.
- 1.5 To this end, collaborating with other NRAs is essential; it is an opportunity not only to learn from other NRAs, but also to cooperate on interventions. In its Strategy Statement 2025–2027³, ComReg sets out in its mission that it will “...*regularly work with other bodies and agencies*”. Consequently, ComReg is engaging with international NRAs and developing strong working relationships to facilitate collaboration and cooperation in tackling scam communications.

International cooperation

- 1.6 Inter-agency cooperation to combat scams is an important element of ComReg’s international work, given the benefits collaboration offers in developing *best-practice* and driving effectiveness.
- 1.7 Through close cooperation, NRAs can assess the effectiveness of interventions introduced in other jurisdictions and tailor each to improve outcomes for consumers. ComReg has already benefited from the experience of other NRAs in combatting

¹ Combatting scam calls and texts: Response to Consultation on network-based interventions to reduce the harm from Nuisance Communications - ComReg Document [24/24](#), Decision Instruments: D09/24, D10/24, D11/24, D12/24, D13/24, D14/24 and D15/24.

² Formation of the Nuisance Communications Industry Forum - ComReg Document [24/35](#)

³ ComReg Strategy Statement 2025 – 2027 - ComReg Document [25/37](#)

scam calls and messages. For example, ComReg has engaged with NRAs in Finland and Singapore, who helped pioneer voice scam interventions such as Mobile CLI Call Blocking using roamer check. These engagements have greatly assisted ComReg in ensuring that only legitimate Irish mobile calls are permitted from abroad.

- 1.8 In October 2022⁴, ComReg first participated in a meeting of the Unsolicited Communications Enforcement Network (“UCENet”)⁵ – a meeting with international regulators seeking ways to combat scam calls and messages. Subsequently, ComReg has enjoyed close working relationships with other *anglosphere* countries and members of UCENet including Australia, Canada, Hong Kong, New Zealand, Singapore, United Kingdom and the United States.

New Memoranda of Understanding

- 1.9 ComReg has entered into a Memorandum of Understanding with the Australian Communications and Media Authority (“ACMA”) in May 2025, and with the Canadian Radio-television and Telecommunications Commission (“CRTC”) in August 2025. The MoUs, signed on behalf of ComReg by Chairperson Garrett Blaney, can be found at 25/63 and 25/64.
- 1.10 The purpose of these MoUs is to formalise the existing and ongoing collaboration between ComReg and other NRAs, with whom it will continue to work with, both bilaterally, and within international groups.
- 1.11 Both the ACMA and the CRTC are at the forefront in the fight to protect consumers of electronic communications services against scams. ComReg’s current set of scam interventions has benefited from the sharing of intelligence and experiences in combatting scam calls and texts with both the ACMA and the CRTC.
- 1.12 The ACMA is actively deploying similar scam intervention initiatives as ComReg, including the implementation of a SMS Sender ID Registry. The CRTC first introduced ComReg to UCENet, and it has also shared with ComReg its experience of interventions including Call Authentication.⁶
- 1.13 Such deep levels of cooperation with leading overseas agencies helps ComReg in understanding best practice, while aligning itself with collaborative initiatives to disrupt scammers as they operate transnationally. Our engagements are also raising our awareness and knowledge of new and emerging scams.
- 1.14 ComReg will seek to enter into further Memoranda of Understanding with other leading overseas agencies where it is beneficial to do so.

⁴ ComReg engages in international forum to combat nuisance communications, <https://www.comreg.ie/comreg-engages-in-international-forum-to-combat-nuisance-communications/>

⁵ See <https://www.ucenet.org/>

⁶ Call authentication works by originating and terminating service providers verifying the caller is authorised to use the telephone number.

2.SMS Sender ID Intervention Update

- 2.1 SMS scams erode trust in SMS communications with the quantifiable harm to consumers and businesses in Ireland estimated at approximately **€115 million per year**. In June 2025, ComReg introduced an SMS Sender ID Registry ('Registry')⁷ to help protect the Application-to-Person (A2P) SMS channel from scams.⁸
- 2.2 ComReg manages the SMS Sender ID Registry and oversees the registration process. To date, **16,784 Sender IDs have been registered by over 12,466 organisations**. The SMS Sender ID Registry continues to function without issue, and applications for new Sender IDs continue to be approved promptly.
- 2.3 When a Sender ID is registered with ComReg, the Registry is updated to include that new Sender ID and a Participating Aggregator (PA, i.e. SMS Provider) is configured to originate messages from that Sender ID as part of the registration process. A list of registered Sender IDs and corresponding PAs is made available to all PAs and all Participating Mobile Service Providers (MSPs) daily. It is then a matter for each PA and MSP to inspect and filter all A2P SMS traffic based on the latest files in order to adhere to the rules of operation for the Registry.
- 2.4 Since 3 July 2025, A2P SMS sent from unregistered SMS Sender IDs have been modified to 'Likely Scam' to inform and protect consumers from potential scams in accordance with the requirements of ComReg Decision Instrument D24/24⁹. Since the modification phase commenced, ComReg has worked closely with industry parties, Participating Aggregators (PAs) and Participating Mobile Service Providers (MSPs), to resolve a number of technical implementation issues they were facing with their systems and processes.
- 2.5 While the majority of industry parties have now resolved technical issues, there remains a number of PAs with outstanding matters. ComReg continues to work closely with each to resolve their remaining technical implementation and process issues and is committed to using all available tools at its disposal to that end.
- 2.6 The blocking of A2P SMS messages from unregistered Sender IDs was scheduled to commence on 3 October 2025¹⁰. Given the above, there is a potential but avoidable risk for consumers if ComReg and industry was to advance to the next step at this time. Therefore, and out of an abundance of caution, ComReg will defer the commencement of the blocking phase, thereby maintaining the 'Likely Scam' modification requirement, until it can be satisfied that the outstanding matters are

⁷ ComReg introduced the SMS Sender ID Registry to help prevent scam SMS messages. The Registry is a secure repository of registered SMS Sender IDs, registered Sender ID Owners, Participating Mobile Service Providers and Participating Aggregators. Participants must adhere to the rules of operation of the Registry.

⁸ Application-to-Person (A2P) SMS refers to text messages sent from a software application, usually managed by a business, to an individual mobile user, such as two-factor authentication codes, appointment reminders, or promotional offers. It differs from Person-to-Person (P2P) SMS, which involves personal communication between individuals.

⁹ Decision Instrument for SMS Sender ID Registry - ComReg Document [24/24](#) (Section 7.6)

¹⁰ Implementation and Communications Plan for ComReg's SMS Sender ID Registry – ComReg Document [24/97](#)

addressed. **This deferral applies to sections (2) and (7) of Decision Instrument D14/24 only.**

- 2.7 For the avoidance of doubt, while the blocking of A2P SMS messages from unregistered Sender IDs is being deferred, **Sections (4) and (9) of Decision Instrument D14/24 will apply as planned from 3 October 2025.**

Section (4) states: *“Relevant Undertakings that are MSPs but are not Participating MSPs, or that do not have a Network MSP applying Decision 1, 2 and 3 on their SMS traffic on their behalf, shall not deliver any SMS bearing a Sender ID to an Irish number.”*

Section (9) states: *“Undertakings that are MSPs must block any SMS bearing an originating number in the Irish number range, fixed, mobile or a short code, when presented for delivery from an SMSC which is not operated by or on behalf of an Irish MSP.”*

- 2.8 For clarity, Table 1 below provides an overview of the effective date for the nine Decisions in Part IV of Decision Instrument D14/24 for the SMS Sender ID Registry detailing what is being deferred and what will be applicable from 3 October 2025 as planned.

Table 1: Status Of Decisions in Part IV of ComReg Decision Instrument D14/24

Decision	Status
(1)	Effective 3 July 2025
(2)	Deferred ('Likely Scam' modification to continue)
(3)	Effective 3 July 2025
(4)	Effective 3 October 2025
(5)	Effective 3 July 2025
(6)	Effective 3 July 2025
(7)	Deferred ('Likely Scam' modification to continue)
(8)	Effective 3 July 2025
(9)	Effective 3 October 2025

3.Scam Call Interventions Update

- 3.1 The five mandated voice interventions to combat scam calls are set out in Table 2 below. As of September 2025, four of these five voice interventions (1-4) are now in effect (see Table 2). The fifth intervention, Voice Firewall, is currently being developed by the respective voice operators for scheduled deployment on each of their networks in October this year.

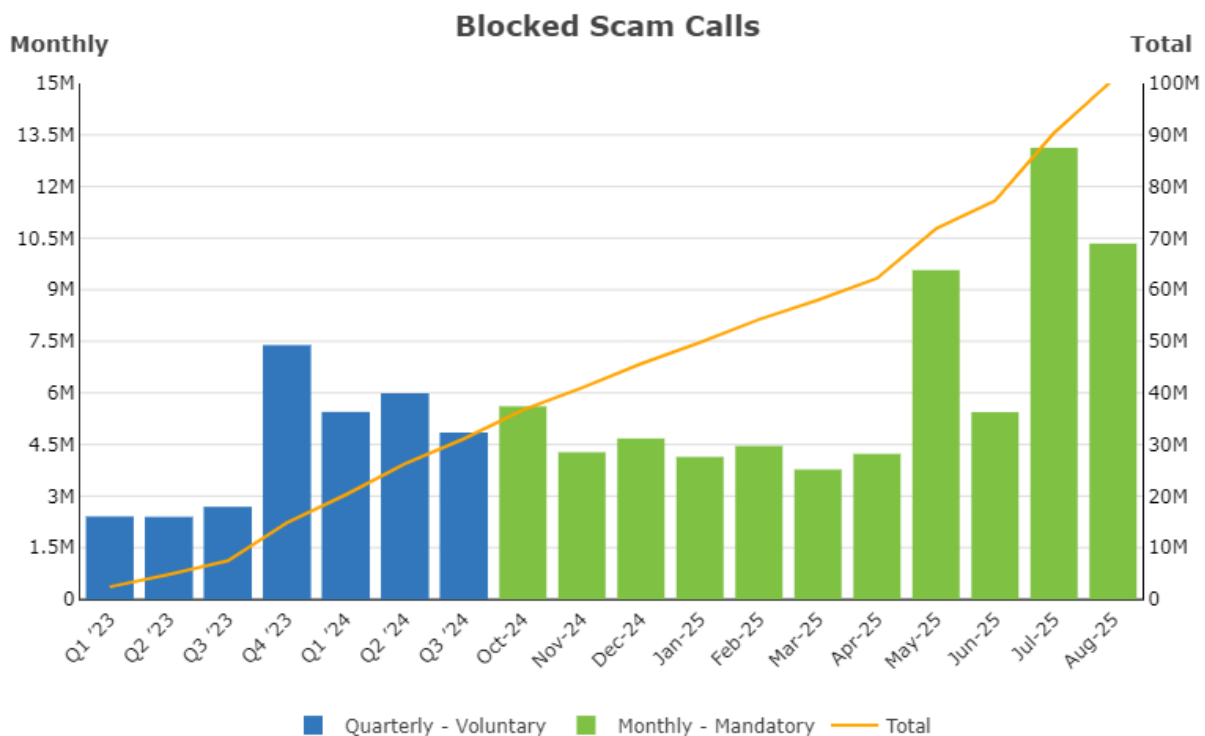
Table 1: Overview of the interventions from Document 24/24

Intervention	Effect
1. Do-Not-Originate List	Allows businesses and organisations to secure their numbers by blocking numbers not used to contact consumers.
2. Protected Numbers List	To stop fraudsters using phone numbers that have not been allocated to a telecoms operator prior to entering service.
3. Fixed CLI¹¹ Call Blocking	To stop fraudsters abroad spoofing Irish geographic numbers (e.g., 01-) to make scam voice calls.
4. Mobile CLI Call Blocking	To stop fraudsters abroad spoofing Irish mobile numbers to make scam voice calls.
5. Voice Firewall	To block scam calls if they arise (i.e., Ireland or abroad) and protect against future more sophisticated scams.

- 3.2 Together these four interventions have succeeded in blocking over **100 million scam calls¹²** (Figure 1). The volume of blocked calls can vary, rising and falling in line with scammer campaign activity which can be variable (e.g. **over 13 million calls were blocked in July 2025** alone). These are scam calls that otherwise would have been received by consumers bringing with them concern, worry and the danger of significant financial loss.
- 3.3 There is more for the telecoms industry to do however, and so ComReg will continue to work with industry to ensure that each intervention is implemented on time and to specification. ComReg is grateful to those industry members that have now done so and have greatly contributed to making this programme a noteworthy success.

¹¹ CLI – Calling Line Identification, the number presented or displayed to the person receiving the phone call. Note: this may or may not be the actual number of the calling party.

¹² Blocking and reporting became mandatory in October 2024 as a result of the Decision Instruments in Document 24/24, but certain operators that implemented their interventions reported figures on a voluntary basis from February 2023.

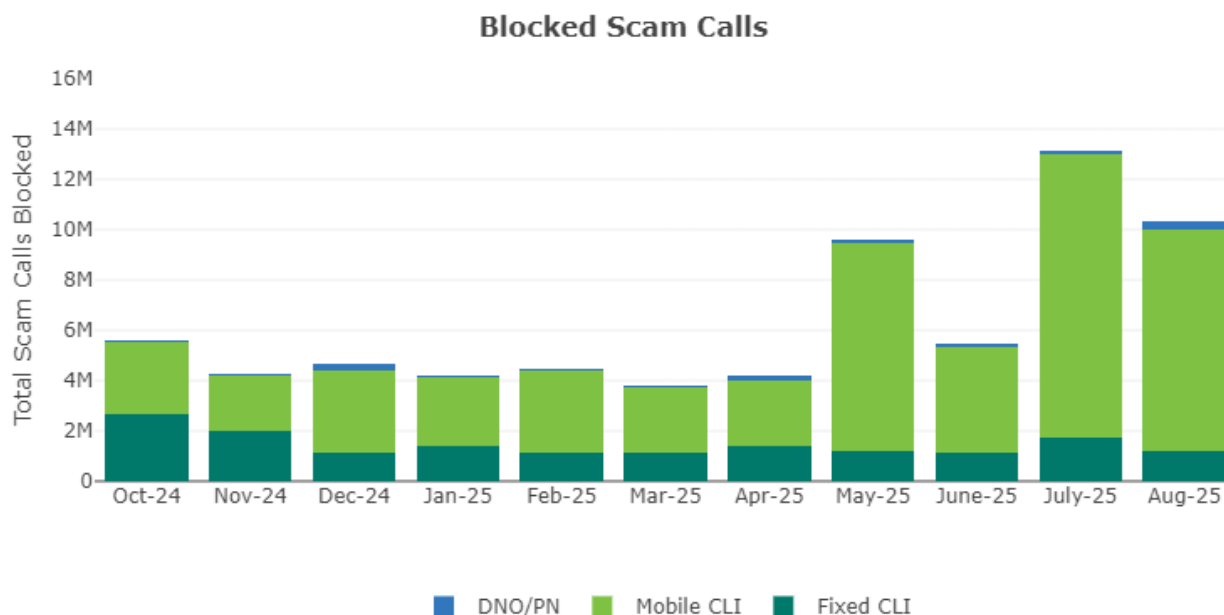
Figure 1: Scam Calls blocked, February 2023 - August 2025

Source: ComReg analysis of operator data¹³

3.4 The results above readily demonstrate the importance of having a multi-layered defence to combat scammers because interventions succeed in blocking scam calls in different ways.

- (i) As illustrated above, the earliest interventions, which related to Fixed CLIs, continue to block scam calls, though at a lower rate, as scammers have adapted and now target other types of scams.
- (ii) The most recent intervention, Mobile CLI Call Blocking has blocked a substantial number of scam calls since its introduction. Mobile CLI Call Blocking currently accounts for the most blocked scam calls since October 2024 (52 million – 74.75%).
- (iii) This is followed by Fixed CLI Call Blocking (16.1 million – 23.15%) and finally Do Not Originate (DNO) and Protected Numbers (PN) (1.5 million – 2.1%). There has also been a sizable increase in blocked calls since the interventions became mandatory across the Irish telecommunications industry.

¹³ For the mandatory period, October 2024 to present, the number of blocked scam calls is shown monthly (in green). For clarity, the “voluntary” period February 2023 to September 2024 is shown as Quarterly (in blue), given the low monthly volumes.

Figure 2: Scam Calls blocked by intervention, October 2024 – August 2025

Source: ComReg analysis of operator data¹⁴

- 3.5 On foot of these significant interventions, Irish consumers are now receiving considerably fewer scam calls, lessening the danger for financial losses, wasted time and emotional harm, and this should restore some trust in our telecommunications services.
- 3.6 As noted earlier, ComReg's Voice Firewall intervention is due to take effect in October this year and will provide an additional defence against scam calls, including those bearing an international number. This is a dynamic intervention that uses advanced real time call data analytics and machine learning to detect and act upon unusual patterns of call signalling data, traffic volumes, including the location of the originating number.

¹⁴ For the mandatory period, October 2024 to present, the number of blocked scam calls is shown monthly (in green). For clarity, the "voluntary" period February 2023 to September 2024 is shown as Quarterly (in blue), given the low monthly volumes.

4.Looking Ahead

- 4.1 ComReg will continue to work with industry through the NCIF to oversee the implementation of each of the mandated interventions. Through ongoing monitoring intelligence gathering and international collaboration, ComReg will also track scamming activities, identifying trends and emerging threats. Where necessary, ComReg will introduce additional measures and interventions to reduce the effectiveness of scammers targeting Irish consumers.
- 4.2 While regulatory interventions are crucial in combatting scams, everyone has a role to play. Consumers **should remain vigilant**, recognising that awareness and caution are key to preventing fraud. ComReg continues to advise the public to be prudent with **all calls and SMS messages** that they receive and avoid using URLs and/or providing personal information, such as bank details, PPS numbers, or credit card details. For further information please visit <https://www.comreg.ie/advice-information/scam-calls/>
- 4.3 For its part, **the telecommunications industry will continually have a critical role to play** in protecting its consumers from the threat of scams being perpetrated across their networks and services. It is essential for each industry player to implement ComReg's decisions in full while maintaining compliance with the interventions already deployed.
- 4.4 Businesses and organisations – both public/government and private, must also play their part, particularly where they use voice calls and SMS messages to engage with their consumers. If your organisation uses an SMS Sender ID, ensure it is registered and also follow ComReg's advice in our guide *Scam Calls & Texts – Best Practice Guide for Businesses and Organisations*¹⁵.
- 4.5 For further information please visit <https://www.comreg.ie/industry/electronic-communications/nuisance-communications/>.

END

¹⁵ Nuisance Communications: Scam Calls & Texts - Best Practice Guide for Businesses and Organisations, 23/01 <https://www.comreg.ie/publication-download/nuisance-communications-scam-calls-texts-best-practice-guide-for-businesses-and-organisations>