An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

SMS Sender ID Registry

Publication of Conformity Index Scores

Information Notice

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1 Background

1.1 Scam calls and texts cause significant financial, emotional, and societal damage. To protect consumers and help rebuild trust in telecommunication services, ComReg mandated a suite of anti-scam measures in 2024[1], which included the introduction of Europe's first SMS Sender ID Registry ("the Registry")[2].

2 SMS Sender ID Registry

2.1 Many businesses and public bodies use a Sender ID instead of displaying a phone number when sending text messages. A Sender ID is a name displayed as the sender of a text message, such as "An Post", "AIB" or "Revenue". While this makes messages easier for consumers to recognise, it can also be exploited by fraudsters who impersonate trusted organisations by spoofing their Sender IDs.

2.2 To combat this form of spoofing, ComReg launched the SMS Sender ID Registry in July 2025. The Registry allows organisations to register and protect the Sender IDs they use when communicating with customers. Once a Sender ID has been registered, it can only be used for messaging by authorised parties acting on behalf of that organisation, thereby helping to prevent unauthorised or fraudulent use.

2.3 If a text message uses an unregistered Sender ID, telecom providers label the text message as "**Likely Scam**", warning consumers that it may not be genuine. This helps consumers make informed decisions before interacting with links, phone numbers or requests contained within an SMS text message.

2.4 The Registry helps prevent fraudsters from impersonating trusted organisations, strengthens confidence in text messaging and provides an additional layer of protection against SMS scams. To date, more than 16,000 organisations have signed up to the Registry, protecting over 22,000 Sender IDs. The Registry is working well; since its introduction, approximately 5 million suspicious A2P SMS messages per month have their Sender IDs modified to "Likely Scam".

2.5 Telecommunications operators and SMS aggregators are required to submit monthly reports to ComReg containing key SMS Sender ID metrics. These reports enable ComReg to monitor implementation of the Registry and assess compliance with key regulatory obligations. The data collected through this reporting process forms one component of the Conformity Index and used to compile the Conformity Index Score.

[1] ComReg 24/24 "Combatting scam calls and texts: Response to Consultation on network-based interventions to reduce the harm from Nuisance Communications".
[2] Decision Instrument D14/24, contained in Part 7.6 of Response to Consultation 24/24.

3 Conformity Index Score

3.1 The Conformity Index score ("CI score") is a transparency measure developed by ComReg to assist in identifying which telecommunications operators and SMS aggregators fully meet the obligations of the Registry as set out in the associated Decision Instrument[3]. Whilst, the Registry is working well, there is always scope for improvement by relevant entities.

3.2 The Index consists of four conformity assessment criteria, which relate to: Case Insensitive Filtering; Modification to "Likely Scam"; Circle of Trust; and Metrics Submission (see below for details). Entities are assessed against each criterion and awarded:

- **1 point** where the criterion is met; or
- **0 points** where the criterion is not met.

3.3 Scores are aggregated to produce an overall Conformity Index score ranging from **0 to 4**. A score of **4** indicates that the entity has met all assessed obligations and is considered to fully conform with the obligations measured by the Conformity Index.

3.2 Conformity Assessment Criteria

3.2.1 Case Insensitive Filtering

3.4 ComReg assesses whether the entity applies Sender ID filtering on a case insensitive basis. The following scoring applies:

- 1 point: Filtering is applied on a case-insensitive basis.
- 0 points: Filtering is not applied on a case-insensitive basis.

3.2.2 Modification to 'Likely Scam' ("LS")

3.5 ComReg assesses whether the entity modifies messages to the "Likely Scam" Sender ID in all applicable scenarios, and the following scoring applies:

- 1 point: LS modification is applied in all applicable scenarios.
- 0 points: LS modification is not applied in all applicable scenarios.

[3] Page 361: Decision Instrument for Sender ID Registry – D14/24

3.2.3 Circle of Trust[4]

3.6 The Circle of Trust is a closed ecosystem of compliant Participating Aggregators and Mobile Service Providers recognised under ComReg's SMS Sender ID Registry framework, through which SMS traffic must be routed to maintain the integrity and authenticity of registered Sender IDs.

3.7 ComReg assesses whether the entity routes messages only through other registered Participating Aggregators within the Circle of Trust, and the following scoring applies:

- 1 point: Messages are routed exclusively through registered Circle of Trust participants.
- 0 points: Messages are routed through entities outside the Circle of Trust.

3.2.4 Metrics Submission

3.8 ComReg assesses whether the entity submits the required monthly metrics on time, and the following scoring applies:

- 1 point: Required metrics were submitted on time consistently.
- 0 points: Required metrics were not submitted on time consistently.

3.3 Conformity Index Table

3.9 The Conformity Index score published for each entity represents the sum of the points awarded across the four assessment criteria. The table below displays the names of entities that achieved the maximum CI score of 4 during 2026.

[4] **Circle of Trust**: A closed ecosystem of compliant Participating Aggregators and Mobile Service Providers recognised under ComReg's SMS Sender ID Registry framework, through which SMS traffic must be routed to maintain the integrity and authenticity of registered Sender IDs.

Table 1: Conformity Index

Entity	Entity	Entity	Entity	Entity
1Global	Dexatel OU	InMobile	Plivo Inc	Telesign Corporation
46elks AB	DotDigital emea Ltd	JT	Puca Technologies	Teletopia Interactive AS
AMD	eir	MITTO	Ram Jam Irl Ltd	TELNYX Ireland Ltd
Belgacom International Carrier Services SA	Express Teleservice Corp.	Mobilipay CY Ltd	RDCOM	Tesco Mobile Ireland
Bird B.V.	Faretext Ltd	Mr Messaging	Route Mobile (UK) Ltd	Text2Reach
Boom SMS Ltd	FigenSoft	mTarget	SendMode	Three Ireland
Bulk SMS (Celerity)	FireText Communications Ltd	Nevis Systems Ltd	SIA Vertex LV	Twilio Inc
Byrne Ventures Ltd. (T/A Create Text)	Fonix PLC	NTH AG	Silverstreet International Pte Ltd	Virgin Media Ireland Ltd
Cisco International Ltd	Generic Mobile Systems	NUACOM	Sinch Sweden AB	Vodafone Messaging Hub
CM	Globe Teleservices PTE. Ltd	OnlineCity.io ApS	Sky Ireland	VoiceSage Global Holdings DAC
Commify Group	Go2Mobile Solutions Ltd	Orange Polska S.A	SMS Speedway EU Ltd	Voxbone SA/NV
Converse Mobile	iBasis	Oxygen8 (T/A Engage Hub Ltd)	Sunrise GmbH	WellTel Ireland Ltd
Core Telecom Ltd	Infinite Convergence Solutions, Inc.	Phonovation Ltd	Syniverse Messaging Operations	Zamano Solutions Ltd

4 Next Steps

4.1 ComReg will continue to monitor compliance with the Registry as set out in reporting requirements contained in Decision Instrument D14/24, and will periodically update and publish the Conformity Index to promote transparency and encourage continued compliance.

4.2 ComReg may publish the names of **all** participating entities together with their Conformity Index score at a future date.