

Important Information

SMS Sender Registration Scheme

To assist public in identifying SMS sender and prevent them from falling prey to phishing SMS, the “SMS Sender Registration Scheme” launched by the Office of the Communications Authority has been implemented. All registered senders under the Scheme will start using Registered SMS Sender IDs with prefix “#” to send SMS to local subscribers of mobile services in Hong Kong.

With effect from 3 June, 2024, any one-way SMS from HKMC Annuity Limited will be sent under any one of the following registered sender IDs:

- #HKMCA
- #hkmca
- #HKMCAbiz
- #HKMCAcs
- #HKMCAdm
- #HKMCAinfo
- #HKMCAmkt

Please note that the “SMS Sender Registration Scheme” is not applicable to:

1. SMS messages of which receiving parties are expected to reply to the senders via phone numbers (two-way SMS); or
2. Local subscribers of Single-Card-Multiple-Numbers/One-Card-Two-Numbers mobile service provided by non-Hong Kong operators.

When receiving SMS not starting with “#” (especially the SMS was sent by unknown senders), you should stay highly vigilant. Under all circumstances, your account details and passwords of bank, credit card, investment, insurance and/or mandatory provident fund (MPF) account and/or other key personal information such as phone number, date of birth or email etc. should not be disclosed to unidentified senders or access any hyperlink in the SMS, to avoid suffering any loss.

For more details about the “SMS Sender Registration Scheme” , please visit the website of the Office of the Communication Authority (www.ofca.gov.hk/ssrs).