

8 February 2024

Notice of Launch of “SMS Sender Registration Scheme”

To assist customers in identifying SMS sender and prevent them from falling prey to phishing SMS, Office of the Communications Authority, the Hong Kong Monetary Authority, the Hong Kong Police Force, the Hong Kong Association of Banks and the telecommunications industry have established the “SMS Sender Registration Scheme”. Starting from 28 January 2024, Fubon Bank (Hong Kong) Limited (the “Bank”) will only use registered sender IDs starting with “#” to send SMS message to local mobile customers. The sender address of SMS message sent by the Bank will be replaced by the registered sender IDs of “#Fubon Bank” and “#Fubon_Bank”.

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

- SMS which receiving parties are expected to reply to the senders via phone numbers; and
- Local subscribers of Single-Card-Multiple-Numbers / One-Card-Two-Numbers mobile service provided by non-Hong Kong operators.

If you receive such SMS and have any doubt about the identity of the sender, please contact our hotline at 2566 8181 (Press 8 after selection of language) for verification.

Fubon Bank (Hong Kong) Limited