

China Life Trustees Limited participates in the SMS Sender Registration Scheme

To assist the public in identifying SMS senders and prevent them from falling prey to phishing SMS, the Office of the Communications Authority (OFCA), the Hong Kong Monetary Authority, the Hong Kong Police Force, the Hong Kong Association of Banks and the major telecommunications service providers have implemented the “SMS Sender Registration Scheme” (“Scheme”).

Under the Scheme, only those organizations being registered SMS senders are able to send SMS using their registered sender IDs with prefix '#'. Hence, the public can easily identify whether an SMS is officially received from a registered SMS sender by the prefix “#” in the SMS Sender ID.

China Life Trustees Limited (the "Company") participates in the SMS Sender Registration Scheme

To help the customers verify the identities of SMS senders for combatting fraudulent activities, the Company has participated the “SMS Sender Registration Scheme” initiated by OFCA.

Starting from 3 September 2024, the Company shall use the sender ID “**#CLT_MPF**” to send one-way SMS to the customers with mobile phone numbers registered with the Hong Kong telecommunication operators.

Please note that the 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);
2. Local subscribers of Single-Card-Multiple-Numbers / One-Card-Two-Numbers mobile service provided by non-Hong Kong operators; and
3. Overseas mobile number

Important Notes

Please stay highly vigilant when receiving SMS from our MPF with sender ID not our registered SMS sender ID “**#CLT_MPF**”.

For more information about participating organizations and their Registered Sender IDs under the Scheme, please visit the OFCA's website (www.ofca.gov.hk/ssrs).