

# ComReg Combatting Scam Calls and SMS BEREC Workshop Wednesday, 21<sup>st</sup> May 2025



An Coimisiún um  
**Rialáil Cumarsáide**

Commission for  
**Communications Regulation**

**ComReg Approach**

**Scam Calls Interventions**

**Scam SMS Interventions**

**Collaboration**

**Q&A**



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# SMS SenderID Registry

## SMS Sender ID Registry

- Allows businesses to register their SMS Sender ID. Operators will then block any message bearing a sender ID from any source other than the registry.
- **Decision Instrument:** D14/24
- **Status:** Due July 2025



**Q3/24**

**Industry  
Engagement**

**Large Volume of  
Aggregators  
invited to the  
Forum**



**Q1/25**

**Bulk Upload**

**Bulk Upload of  
existing SIDO +  
Sender IDs**



**May 27**

**FCFS**

**First-Come-First-  
Served  
Registration**



**3 July 2025**

**'Likely Scam'**

**Unregistered  
Sender IDs  
modified by  
PA/MSP**



**3 October 2025**

**Block**

**Unregistered  
Sender IDs  
blocked**

**ComReg Industry Engagement & Communications Campaign**

## The single most impactful intervention to combat scam texts

### SMS Scam Filter

A **dynamic** intervention that operates like an email spam filter by detecting and blocking harmful website links and content.

Status: **on hold**

**Legal basis**



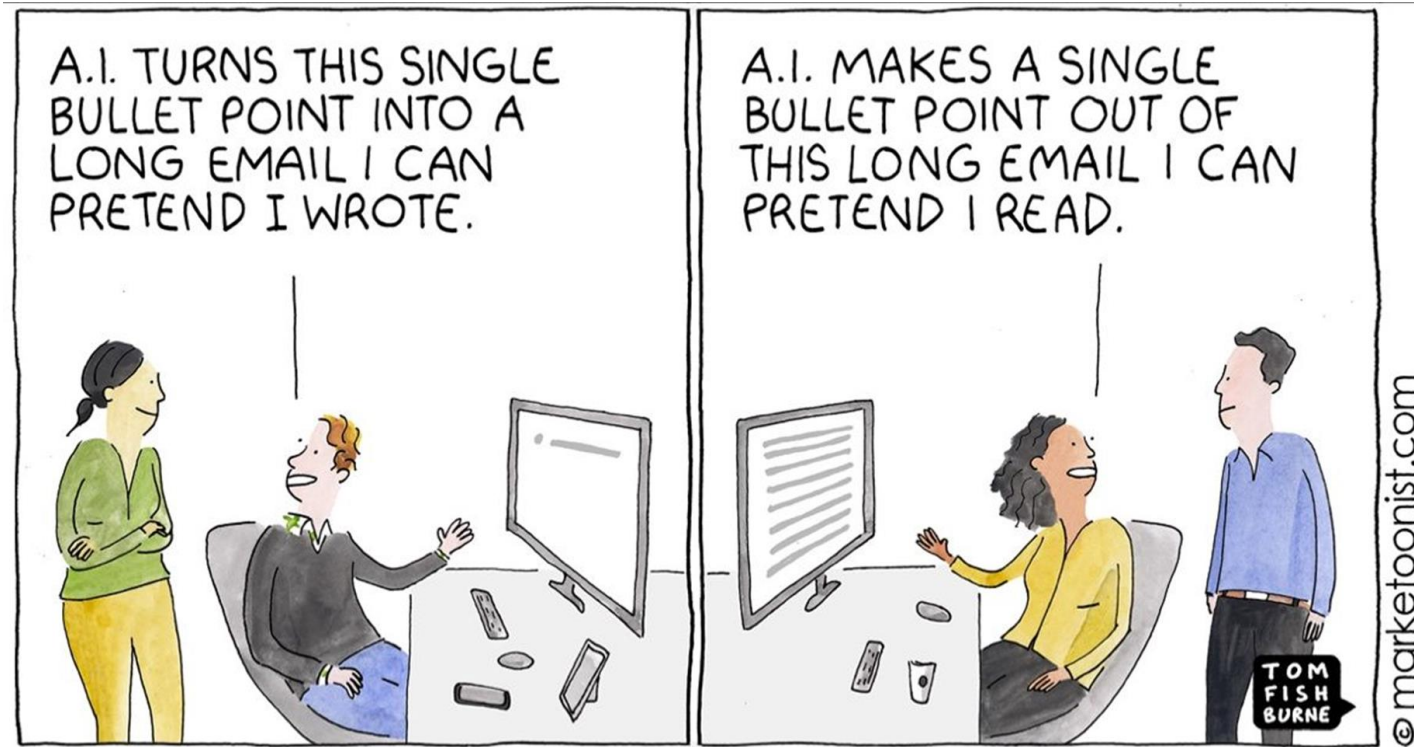
Based on international evidence, Europe Economics found that this would:

- Block 40 millions of scam text a year (c. 85%)
- Prevent thousands of fraud cases per year
- Bring benefits of up to €500 Million over 7 years

# Collaboration



- Telcos
- Banking
- Online Platforms
- Regulators
- Governments
- Police



## Questions?