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SMS Sender ID Register: What Your Business Must Do

From 1 July 2026, texts from unregistered brand names are labelled "Unverified" on Australian phones. If your business sends appointment reminders, booking confirmations or any branded SMS, here is exactly what the new rules.

Australia's **SMS Sender ID Register**, overseen by the **ACMA**, went live on **1 July 2026** to stop scammers impersonating trusted brands like the ATO, AusPost and myGov in text messages. A "sender ID" is the **name** that shows at the top of a text instead of a number. Businesses register their legitimate sender IDs; messages from **unregistered** IDs are now **labelled "Unverified"** by the telcos and grouped separately, so consumers can spot scams. Messages are **not blocked**, but "Unverified" branded texts lose trust and effectiveness fast. The rules apply to **any organisation sending branded SMS regardless of size**, including clinics, tradies, real estate, charities, clubs and venues sending appointment reminders and confirmations.

■ The short version

- Keep Your Business Texts Trusted

■ Key points

- Keep Your Business Texts Trusted

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.