

# Final investigation report

Summary	
Entity	Infobip Information Technology Pty Ltd
Type of service	Carriage service provider
Relevant code	Industry code C661:2022 Reducing Scam Calls and Scam SMS
Findings	Breach of clause 5.2.2
Date	02 March 2023

## Findings

The Australian Communications and Media Authority (the **ACMA**) has found that Infobip Information Technology Pty Ltd (**Infobip**) has contravened clause 5.2.2 of the Industry Code C661:2022 Reducing Scam Calls and Scam SMS (the **Code**).

### Reasons

1. The ACMA's findings are based on ACMA analysis of traceback emails made by carriers and carriage service providers (**C/CSPs**) under the Code, as well as information and documents obtained from Infobip on:
  - 13 December 2022, in response to a statutory notice given under section 521 of the *Telecommunications Act 1997*
  - 23 January 2023, in response to a request for additional information
  - 17 February 2023, in response to the ACMA's preliminary findings.

### Relevant Background

2. The Code places obligations on all C/CSPs to implement measures to protect consumers from harms caused by scams and to disrupt scam activity in Australia.
3. Among other obligations, the code requires C/CSPs to not to originate SMS traffic using Alphanumeric Sender IDs (**Alpha IDs**) without taking steps to confirm that the A-Party has a valid use case for the Alpha ID.

### Compliance with clause 5.2.2 – Improving Alphanumeric Sender ID Accuracy

4. Clause 5.2.2 of the code states:

*If a SM uses an Alphanumeric Sender ID, Originating C/CSPs must only originate SMS on their Telecommunications Network using an Alphanumeric Sender ID where:*

*a) it does not present as a Number; and*

*b) the Originating C/CSP has been provided evidence by the A-Party confirming that the A-Party has a valid use case for the Alphanumeric Sender ID.*

5. Clause 2.2 of the code states Alpha ID means a personalised identifier (for example, the name of a business or organisation) instead of a Number.
6. To determine Infobip's compliance with this clause, the ACMA addressed the questions set out in Table 1 below.

**Table 1: Conditions for originating SMSs using Alpha ID**

<p>Is Infobip a CSP?</p>	<p>Yes.</p> <p>Infobip is an SMS Aggregator and for commercial reward, has arranged for supply of listed carriage services, namely short message services (<b>SMS</b>), by other CSPs, to its customers.</p> <p>As such, Infobip is a CSP as defined in the Code as it is a CSP intermediary as defined at section 87(5) of the Act.</p> <p>Accordingly, Infobip must comply with clause 5.2.2 of the Code.</p>
<p>Has Infobip originated SMSs on its telecommunications network using Alpha IDs where it does not present as a number?</p>	<p>Yes.</p> <p>Information obtained from Infobip indicates that it allowed its customers to use Alpha IDs to send SMSs on its telecommunications network during the period between 12 July 2022 and 17 February 2023.</p>
<p>Was Infobip provided evidence by the A-Party confirming that the A-Party had a valid use case for the Alpha ID?</p>	<p>No.</p> <p>Information obtained from Infobip on 13 December 2022 indicates that it put procedures in place to obtain authorisation to use Alpha IDs in August 2022.</p> <p>Example authorisation letters provided by Infobip state:</p> <p><i>We, XXX hereby authorise Infobip to act on our behalf in all matters relating to Operators to send branded SMS with the following Brand name:</i></p> <p><i>Brand name: XXX</i></p> <p><i>Infobip shall be responsible for sending the branded SMS as per our requirement.</i></p> <p>In the ACMA's view, these authorisations do not constitute evidence of a valid use case for use of an Alpha ID because they do not establish a clear link between the A-Party and the Alpha ID in question.</p> <p>Further, information obtained from Infobip on 23 January 2023, indicates that Infobip provides dynamic Alpha IDs. This means that an A-Party customer may use any Alpha ID they wish, without Infobip verifying, checking or registering the Alpha ID. The A-Party can also add or change Alpha IDs at any time and Infobip is not notified.</p> <p>Infobip states that clients are encouraged to send a letter of authorisation. Infobip also maintains a 'blacklist' of specific high-risk Alpha IDs which are automatically blocked.</p> <p>Information obtained from Infobip on 23 January 2023 also indicates that, after Infobip first introduced letters of authorisation in August 2022, it also implemented measures to block SMSs where letters of authorisation had not been received. Infobip states that</p>

	<p>the letter of authorisation process led to negative customer feedback and was turned off on 16 November 2022.</p> <p>Information obtained by the ACMA from the traceback emails made by C/CSPs under the Code, indicates that between 17 November 2022 and 23 November 2022, after Infobip turned off its blocking process for SMS without letters of authorisation, Infobip originated suspected scam SMS using Alpha IDs, including well known toll related brands, on 103,146 occasions.</p> <p>On 17 February 2023, Infobip stated that it is working on improving its internal Alpha ID registration process to comply with clause 5.2.2.</p>
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7. Accordingly, the ACMA finds that, for the period 12 July 2022 to 17 February 2023, Infobip did not comply with clause 5.2.2 of the Code on at least 103,146 occasions.

### **Conclusion**

8. The ACMA finds that Infobip did not comply with clause 5.2.2 of the Code.