



## **Personal Information Security and Cybersecurity Alert**

### **Important notice - SMS Sender Registration Scheme**

Starting from 28th January 2024, all SMS messages sent by East Asia Securities Company Limited ("EAS") will use "Registered Sender IDs" with the prefix "#" to assist the public in verifying the identities of SMS senders. The "Registered SMS Sender IDs" of EAS includes #EASHK, #EAS\_HK, and #EAS-HK. The SMS Sender Registration Scheme does not apply to: (1) SMS messages where customers are expected to reply to the sender via phone numbers, nor (2) local subscribers of Single-Card-Multiple-Numbers/One-Card-Two-Numbers mobile service provided by non-Hong Kong operators. For more details about the Scheme, please click [here](#) to visit the Office of the Communications Authority (OFCA) website.