

2 February 2024 | Important Notice

livi bank participated the SMS Sender Registration Scheme

To assist public verifying SMS sender and protect them against the risk of phishing SMS scams, livi bank participated the SMS Sender Registration Scheme with the Office of the Communications Authority.

Effective from 7:00am, 28th January 2024, livi bank started using registered sender IDs “#livibank” or “#LIVIBANK” when sending SMS messages to customers.

The SMS Sender Registration Scheme does not currently apply to:

- (i) SMS messages where customers are expected to give a reply via phone numbers; or
- (ii) local subscribers of Single-Card Multiple-Numbers/One-Card-Two-Numbers mobile service provided by non-Hong Kong operators.

Customers should stay vigilant against suspicious SMS messages and should not provide any personal information or conduct any transactions via unverified channels.

Should customers have any queries about the SMS Registration Scheme, please contact livi Customer Service Hotline (852) 2929 2998 or livicare@livibank.com.

Customers can also visit the webpage of the Office of the Communications Authority at www.ofca.gov.hk/en/consumer_focus/guide/hot_topics/ssrs/, or the webpage of the Hong Kong Association of Banks at www.hkab.org.hk/en/news/press-release/287 for further details about the SMS Sender Registration Scheme.

livi bank will update the fraud alerts on livi’s website from time to time. For details, please visit <https://www.livibank.com/important-notice.html>. For more security tips about our e-banking services, please refer to <https://www.livibank.com/security-tips.html>.