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**Requirements for SMS signature management in
communications**

通信短信息服务内容提供者签名要求

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1. Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed by the Ministry of Industry and Information Technology of the People's Republic of China. This document is under the jurisdiction of the National Technical Committee on Standardization of Telecommunication Services (SAC/TC543). This document was drafted by: China Academy of Information and Communications Technology, Internet Society of China, China Communications Enterprises Association, and China Mobile Communications Group Co., Ltd. Limited Liability Company, China United Network Communications Group Co., Ltd., China Telecom Group Co., Ltd., Unicom Online Information Technology Co., Ltd., Xinyuan Company Zhongxin Information Development Co., Ltd., China Mobile Internet Co., Ltd., Anhui Chuangrui Technology Co., Ltd., and Shanghai Chuanglan Cloud Intelligence Information Technology Co., Ltd. Joint-stock company, Shenzhen Borui Tianxia Technology Co., Ltd., and Wuxi Online & Offline Communication Information Technology Co., Ltd. The main drafters of this document are. Li Qinzi, Pei Wei, Li Naiqing, Zhang Shanshan, Zong Shanshan, Wang Jingjing, Xu Shicong, Peng Xujing, Fu Guoqiang, and Liu Shuo. Hu Yuenan, Hao Zhichao, Cao Wei, Zhang Wei, Shi Xiaoxia, Li Dan, Lin Zhiyong, Chen Jiangfeng, Wang Ming, Wang Wanqing, Sun Hui, Xiong Wenyu, Qian Kun, Tang Renfang Wei Yongfan, Hu Bo, Liu Yong, Li Zitao, Zhang Yang, Han Xiaoyu, Cui Yan, Jia Linying, Gao Wanxin, Hu Wenhui, Wu Feng, Chen Tao, Huang Yuqun, Wang Lei Wang Jiao.

The "Regulations on the Management of Short Message Services" (Order No. 74 of the Ministry of Industry and Information Technology) requires that the real identity of the

provider of short message content be verified. The identity of the SMS content provider should be clearly and truthfully identified by its full name, abbreviation, or legally registered trademark. To prevent fraudulent signatures and signature misuse, it is necessary to further enhance the signature features of SMS messages sent by SMS content providers.

Qualitative, authentic, and unique requirements. This document will propose evaluation standards such as the name format for SMS signatures in accordance with legal and regulatory requirements. Reduce user complaints caused by non-standard signatures and improve the efficiency of enterprise management and administration. Signature requirements for SMS service content providers

1.Scope This document specifies the general requirements for SMS service content provider signatures, port-based SMS signature management, and port-based SMS signatures. The review process and complaint handling mechanism include specifying the signature categories that SMS content providers can use, and the SMS service provider's handling of SMS messages. Information signature verification rules and other related content. This document applies to the use of SMS content providers and SMS service providers when sending SMS messages to telecommunications users via a port. The signature rules.

2 Port-based SMS signature verification process

7.2 The CP provides the SP with the SMS signature to be used. The SMS content provider should provide the SMS signature to the SMS service provider in accordance with the following requirements.

- a) Message content providers are responsible for the authenticity of message signatures and must not contain false or misleading content, nor deceive. Deceiving or misleading users;
- b) Short message signature category range. 1) 5.2a)~5.2d) SMS signature categories; 2) Combinations of the above names.

7.3 The CP provides supporting documentation to the SP. SMS content providers should provide supporting documentation to SMS service providers based on the different name categories involved in the SMS signature.

- a) The SMS signature contains the company name information and must be submitted. 1) Business license of the SMS content provider; if it authorizes another entity to handle matters related to SMS signatures, it should also be provided. Business licenses of relevant entities; 2) A power of attorney authorizing the business operations of the SMS content provider's legal entity or legal representative, if authorizing other entities to handle such matters. When handling matters related to SMS signatures, a business contract that entrusts the handling of SMS sending should be provided, or a document outlining the procedures for handling such matters should be submitted. Supporting documents such as

the principal's power of attorney; 3) The commitment letter regarding the specificity and authenticity of the SMS signature and its compliant use shall comply with the requirements of Appendix A.

b) The SMS signature contains the organization's name information and must be submitted.

1) Provide relevant supporting documents such as the legal person certificate of the organization or the registration certificate of the social organization; 2) A power of attorney authorizing the legal entity or its legal representative to handle business matters, such as authorizing other entities to handle SMS signatures. For related matters, a business contract entrusting the handling of SMS sending or a power of attorney authorizing the handling entity should be provided. Supporting documents, etc. 3) The SMS signature must meet the requirements of specificity, authenticity, and commitment to compliant use, and should comply with the requirements of Appendix A.

c) If the SMS signature contains trademark information, it must be submitted. 1) Business license of the SMS content provider; if it authorizes another entity to handle matters related to SMS signatures, it should also be provided. Business licenses of relevant entities; 2) The trademark registration certificate obtained by the SMS content provider from the national trademark administration department, clearly specifying the industry classification to which the trademark belongs; 3) A power of attorney authorizing the business operations of the SMS content provider's corporate entity or legal representative, if authorizing other entities to handle such matters. When handling matters related to SMS signatures, a business contract that entrusts the handling of SMS sending should be provided, or a document outlining the procedures for handling such matters should be submitted. Supporting documents such as the principal's power of attorney; 4) The commitment letter regarding the specificity and authenticity of the SMS signature and its compliant use shall comply with the requirements of Appendix A.

d) If the SMS signature contains product name information, in addition to meeting the requirements of c)1) and c)2), the submitted materials should also include the SMS message itself. Supporting documentation demonstrating the relationship between the content provider and the related products. 1) For SMS signatures using the APP (mobile application) name and platform name, the APP (mobile application) name and platform name should be provided. The platform is supported by documentation proving its relationship with the SMS content provider, including development and operation. 2) If the SMS signature uses the name of the event, the provider of the SMS content should provide information indicating that the event was organized or hosted by the SMS content provider. Relationship proof materials; 3) If the SMS signature uses the name of a product or service, it should be provided that the product or service was produced and provided by the SMS content provider. Proof of relationship; 4) If the SMS signature uses the name of an online store, proof of the relationship between the online store and the SMS content provider should be provided; 5) If the SMS signature uses a product name that meets the requirements of 5.3a) to 5.3c), the above-mentioned requirements at the same level shall

apply; 6) The commitment letter regarding the specificity and authenticity of the SMS signature and its compliant use shall comply with the requirements of Appendix A.

5 General Requirements

5.1 Port-based SMS signature generation uses relevant entities The entities involved in generating SMS signatures should include the content provider (CP), the service provider (SP), and the user. (Relationship between these entities is outlined.) See Figure 1.

Note. In Mode 1, SPs include value-added telecommunications enterprises and basic telecommunications enterprises, with value-added telecommunications enterprises (SPs) primarily providing services to SMS content providers. In the first category of SMS services, SPs are basic telecommunications enterprises. Figure

1.Short message signature generation using relevant entities in.

a) CP (Source Industry). The main providers of SMS content are from sectors such as education, finance, real estate, gaming, and retail. Industries with high demand for information transmission;

b) SP (Telecommunications Industry). Telecommunications business operators holding an information service business license (excluding Internet information service business), in practice... It includes two categories. basic telecommunications enterprises and value-added telecommunications enterprises (SPs).

c) Users. Telecommunications services that allow users to receive or reply to port-based SMS messages via mobile phones or other telecommunications terminal devices. User;

1.The CP (Source Industry) cooperates with the value-added telecommunications enterprise SP, and the signature of the sent SMS messages needs to be handed over to the value-added telecommunications enterprise SP. The data is reviewed and then transmitted to the user by the value-added telecommunications enterprise (SP) through the basic telecommunications enterprise's communication network.

e) Mode 2.CP (Source Industry) collaborates with basic telecommunications enterprises, requiring the SMS signature to be reviewed by the basic telecommunications enterprise. Telecommunications companies transmit data to users through communication networks.

5.2 Port-based SMS signature categories The name category used as a port-type short message signature should include.

a) Company Name. The name or abbreviation of the SMS content provider registered in the business license of the market supervision and administration department;

b) Name of the organization. government agencies, research institutes, financial institutions, street communities, social organizations, social intermediary organizations, and other grassroots units or The name or abbreviation of the branch office, etc.;