

MCMC to implement restrictions on the content of SMS to combat cyber fraud

8x8 is committed to delivering messages securely in Malaysia and around the world

MCMC's Restrictions on SMS Content

In an effort to combat cyber fraud, the Malaysian Communications and Multimedia Commission (MCMC) has **announced restrictions** on the content of SMS messages sent to and received by end-users with a Malaysian mobile number.

It has been mandated that Malaysian Telecommunication Service Providers are to immediately block all messages containing any of the following:

1. URLs
2. Requests for user personal information (e.g. name, identification number, card number, bank account number, etc.)
3. Mobile or fixed line numbers that users can dial in

For more information, please refer to the **official announcement** released by MCMC.

How to manage your SMS content easily with 8x8

For all existing customers sending SMS messages through 8x8, you can simply manage your SMS message content via 8x8 Connect, our multichannel campaign manager.

- Simply log in to **8x8 Connect**
- Go to "Templates"
- Edit your SMS templates to ensure that they do not contain any of the stated restricted content

If you need further help managing your SMS templates, simply reach out to **Customer Support** or your Account Manager. To learn more about how you can reliably send SMS messages through 8x8, please visit our **website**.

8x8 is a top-tier SMS aggregator

Customers can have the assurance that 8x8 is fully committed to delivering messages securely and safely. Additionally, 8x8 uses its own direct connections to local operators, with multiple suppliers serving as redundant routes. 8x8 takes the responsibility to deliver messages with the most stable connectivity, highest deliverability, and highest security standards.

For any questions, please reach out to your Account Manager or email us at cpaas-sales@8x8.com