

**FREQUENTLY ASKED QUESTIONS (FAQ)
FOR MCMC DIRECTIVE ON
REMOVAL OF PROHIBITED CONTENT IN SMS
FOR ALL TELCOS OPERATORS**

NO.	QUESTION	ANSWER
REMOVAL OF PROHIBITED CONTENT IN SMS		
1.	What is this removal of prohibited content in SMS for Telco Operators all about?	<p>At Unifi, we're committed to providing a safe environment for our customers and preventing online fraud.</p> <p>In line with this commitment and in compliance with recent directives from the Malaysian Communications and Multimedia Commission (MCMC) that effective 1 June 2024, all Telco Providers were mandated to implement enhanced security measures for the Shortcode Messaging Services (SMS) and to remove prohibited content in the SMS, as follows:</p> <ul style="list-style-type: none"> • URLs, Hyperlinks and Clickable Links • Personal Information Requests • Call-back Telephone Numbers <p>Hence, we are reviewing all Unifi SMS messages and will replace the prohibited content with alternative options.</p> <p>We will also be enforcing the blocking of all SMS containing the prohibited content, effective 1 September 2024. This will include SMS sent from local and international numbers or sender codes.</p>
2.	When will the removal of prohibited content in SMS (with URL, personal details and phone numbers) be put in place?	<p>We are currently reviewing all of our SMS messages (for all Unifi products and services) to ensure they comply with these guidelines. Any prohibited content will be removed and replaced with alternative options. Please refer to the new SMS messages and follow the instructions.</p>
3.	I usually receive SMS from Unifi with links (example: payment reminders, confirmation of appointment, etc.) How will the new SMS be?	<p>The new SMS messages will include the alternative options for you to refer, either to log in to our Unifi apps, Unifi Self-care portal or check your registered email with us.</p> <p>For example, our new payment reminder SMS will include alternative option for you to refer to our app and portal to proceed with the payment. Or, you can refer to your email as the payment link will be included in the email as usual.</p> <p>Notifications will also be sent via our Unifi apps. Please ensure you have downloaded our MyUnifi app (for Unifi Broadband) and Unifi Mobile app (for Unifi Mobile).</p>

4.	If I have multiple lines/accounts under my name, how do I know from the new SMS, which mobile number/account are you referring to?	<p>As the principal owner, we would recommend you to check your notifications via Unifi Apps regularly so that you can stay up-to-date about all your other accounts/supplementary lines under your name.</p> <p>This covers activities such as inactive accounts, outstanding bills, pending switch request response from sub-lines, etc.). From there, you can alert your supplementary account owners to take action accordingly based on the instructions mentioned in the new SMS.</p>
5.	Will this new SMS be implemented to Consumer and Business customers?	<p>Yes, this new directive from MCMC is applicable for all our SMS to Unifi Consumer and Business customers for all Unifi products and services.</p>
FOR UNIFI MOBILE		
6.	Why can't I send or receive SMS containing URL?	<p>This directive from MCMC to all Telcos that the sending and receiving of all short messaging service (SMS) containing URL link, personal details and phone numbers will be blocked.</p> <p>This applies to both local and international Person-to-Person (P2P) and Application-to-Person (A2P) SMS.</p> <p>This is part of the Government's initiative to prevent users from potential online fraud activities.</p>
7.	When will the SMS blocking (with URL, personal details and others) be put in place?	<p>We are rolling this out in phases and it will be fully implemented by 31st August 2024.</p> <p>Effective 1st September 2024, all SMS (P2P, A2P, and those from short codes) containing prohibited content like URL links, personal details, and phone numbers will be blocked. This is to ensure your security and privacy.</p>
8.	Will I be charged for the blocked SMS?	<p>Don't worry, you will not be charged if the SMS is blocked.</p>
9.	Can I request to unblock SMS messages to my phone number?	<p>We are sorry but currently there is no option for you to unblock the SMS. This is part of MCMC and all Telco providers continuous effort to prevent our customers from online fraud activities.</p>
10.	Can this SMS blocking initiative stop the potential fraud activities?	<p>The blocking of the SMS with URL, personal details, phone number and others may not guarantee to completely prevent all online fraud, but it is hoped that this initiative will be able to greatly reduce the numbers of the potential fraud cases.</p>

		<p>However, all customers are highly advised to be extra cautious and take necessary additional security measures, such as avoiding to click on suspicious links, do not share personal information with unauthorized parties or only log in to your online banking account from the official website or mobile app directly.</p>
11.	<p>How can I share the important SMS to my family and friends if the SMS is being blocked?</p>	<p>You can still share the URL link and personal details with your family and friends via other alternatives, i.e. phone calls or other messaging platform.</p> <p>All customers are highly advised to be extra cautious and take necessary additional security measures, such as avoiding to click on suspicious links, do not share personal information with unauthorized parties or only log in to your online banking account from the official website or mobile app directly.</p> <p>Customers are also advised not to share the One-Time-Password or Pin (OTP) number with anyone.</p>
12.	<p>Does the blocking of SMS apply to me when I am abroad or while roaming?</p>	<p>Yes, the blocking of SMS with URL links, personal details and phone numbers will take effect even when you are abroad or roaming.</p>
13.	<p>Who should I contact if I need further assistance or have any questions?</p>	<p>For enquiries, feel free to reach out to us via Live Chat at Unifi Apps or maya.unifi.com.my</p>