

Voice Alerts for Calls Made by Newly Activated Local Pre-paid SIM Cards

Telecommunications Regulatory Affairs Advisory Committee

4 February 2025



Voice Alerts for Calls Made by Newly Activated Local Pre-paid SIM Cards

- Many fraudulent voice calls are originated from newly activated pre-paid SIM cards according to the Police



- Latest measure to help members of public stay vigilant against suspicious calls
- Starting from 31 December 2024, for calls made from newly activated local pre-paid SIM cards
 - when the call is answered, mobile service providers will first play a voice alert message in Cantonese and Putonghua
 - the call will then be connected
- For calls made by new pre-paid SIM card for a specified period after activation
- Calls from service plan SIM cards are not affected

Voice Alerts for Calls Made by Newly Activated Local Pre-paid SIM Cards (cont.)

- Free of charge by mobile service providers



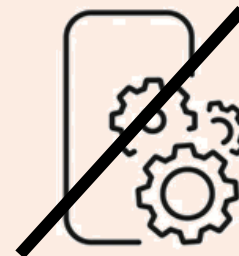
- Users are not required to



Pre-registration

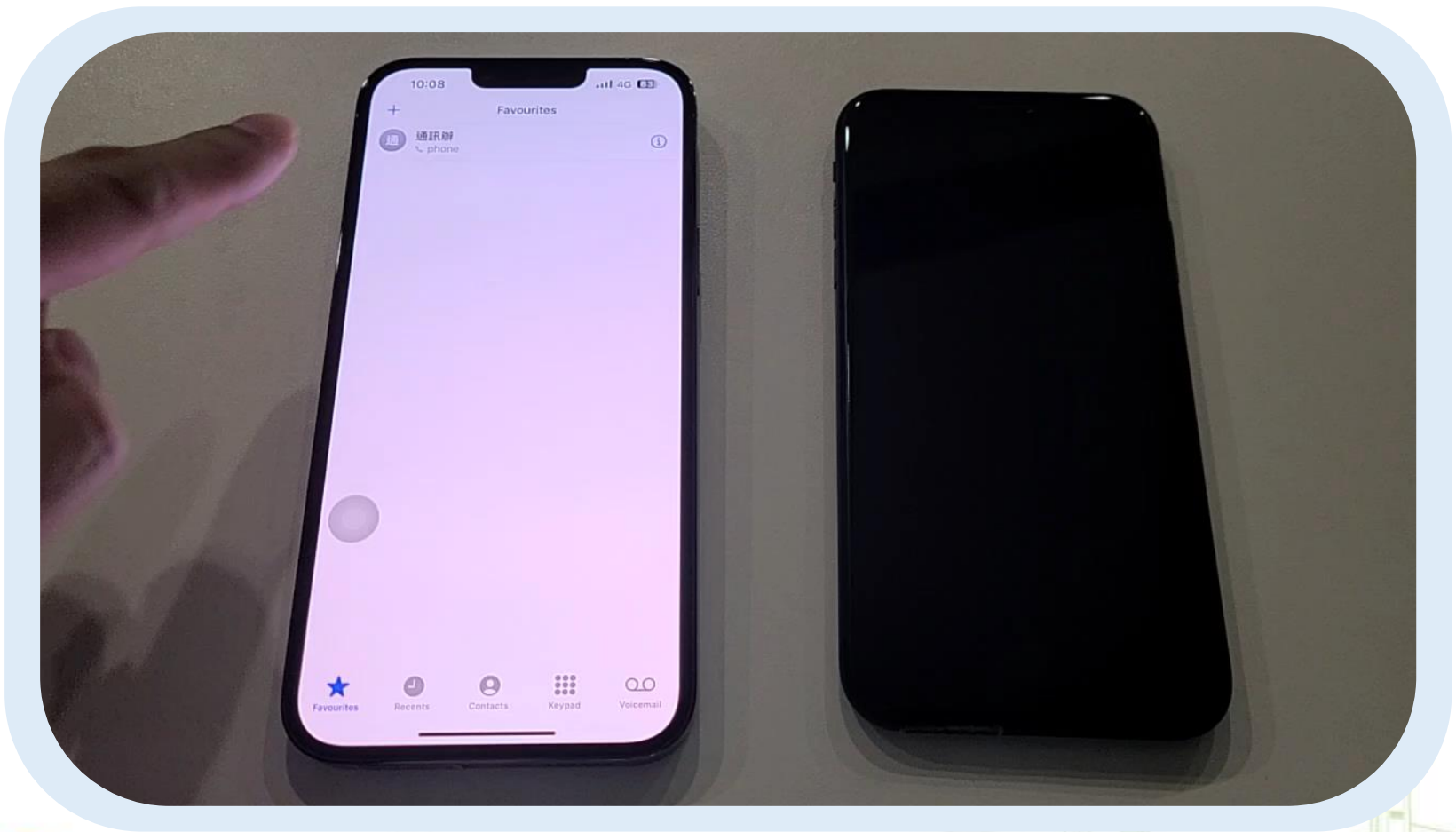


Install any mobile apps



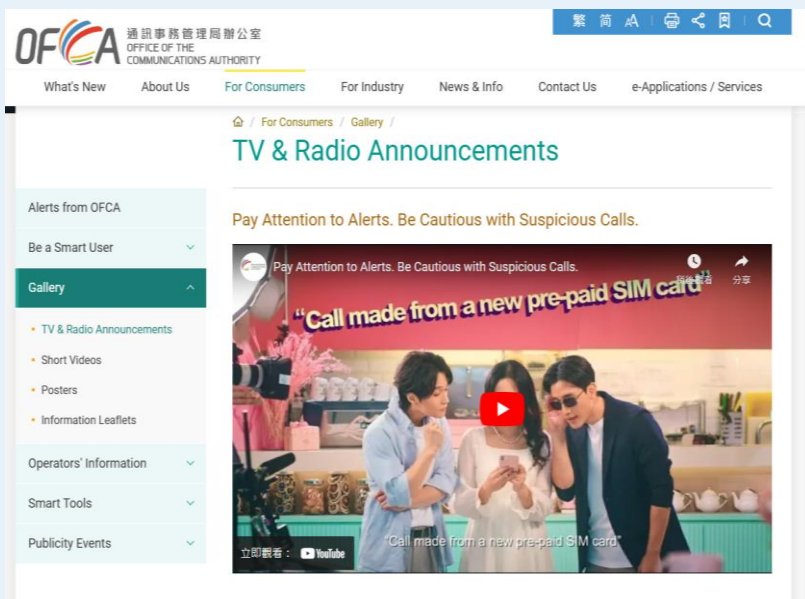
Make any settings to their mobile phones or fixed line phones

Demo Video



Publicity

- TV & Radio Announcements



https://www.ofca.gov.hk/en/consumer_focus/gallery/video/index_id_114.html

- Thematic website



https://www.ofca.gov.hk/en/consumer_focus/guide/hot_topics/fraudulent_calls/index.html

Way Forward



- Keep track of the implementation of voice alert and review where necessary to ensure its effectiveness
- Continue to collaborate with telecommunications industry and law enforcement agencies to combat phone scams
- Strengthen public education and publicity to disseminate anti-deception messages to the public in a more comprehensive manner

Thank you

