

Reference: 02281242

Information Requests
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21 September 2026

Freedom of Information request: Right to know request

Thank you for your request for information about complaints on messages impersonating public bodies. We note this is a follow up from your [previous request](#).

We received this request on 9 September 2026 and we have considered your request under the Freedom of Information Act 2000.

Your request

1. For the period 1 July 2026 to 31 August 2026 inclusive, the number of complaints, reports or referrals received by Ofcom concerning messages or calls that impersonated a UK public body — including local authorities, the NHS, HM Revenue and Customs, and the Department for Work and Pensions.

If, in the course of the review you have described, the type of body impersonated is noted, I would be glad to have that breakdown as well. If recording it would add materially to the time, please leave it out rather than let it affect the answer to the question above.

If two months would still take the request over the appropriate limit, please treat this as a request for the single month of 1 August 2026 to 31 August 2026 rather than refusing it. I would prefer a narrower answer to no answer, and I am content for you to make that reduction without coming back to me.

2. A separate and, I hope, much shorter question arising from your answer at question 5 of the previous response.

You wrote that "business sender" is defined in the General Conditions and "is likely to include local authorities and public bodies where they choose to use business messaging services in scope of our rules."

Please provide any recorded information which establishes whether a public body — a local authority, an NHS organisation, or a central government department or agency — falls within the definition of "business sender" for the purposes of General Condition C9, and therefore whether the know-your-customer obligations placed on providers from July 2027 will apply in respect of messages sent by such bodies.

If this question would complicate or delay the first, please answer the first and treat this one as withdrawn.

Our response

As mentioned in our previous response, we are unable to provide a conclusive report on whether complaints of this kind have been submitted as we do not have a specific filter in our complaints system. However, we carried out a search using the terms “impersonate” and “impersonation” within the specified two month time period and can confirm that of this search there were no complaints relating to the impersonation of public bodies.

In response to question two, we have published the definition of ‘Business Sender’ in the context of the new messaging General Conditions (GC) that will come into force – a copy of these new rules can be found in annex A1 of this [statement](#), see page 162 for the definition of ‘Business Sender’ and see the rest of GC C9 for the context of where this term is used. For ease, we have provided it below:

‘Business Sender’ means any person, other than a Regulated Provider, that communicates with members of the public via A2P Messages. This includes, but is not limited to banks, schools, public bodies and retailers.

In case helpful, you may also wish to refer to the guidance we published relating to GC C9: [Guidance - Scam mobile messages guidance on protecting people and businesses](#).

You can seek your own legal advice if you wish to understand how the new rules will apply to your circumstances.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner’s Office](#).