



# SFC encourages licensed corporations to participate in Anti-Scam Charter 2.0

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The Securities and Futures Commission (SFC) joins other financial regulators to lend full support for the Anti-Scam Consumer Protection Charter 2.0 (Charter 2.0) launched today by the Hong Kong Monetary Authority (HKMA) and the Hong Kong Association of Banks (HKAB) (Note 1).

The new charter has expanded its scope through the participation of more institutions and merchants, with an aim to help the public safeguard their key personal data against scams and phishing messages sent by impersonators of financial institutions and merchants. Such data include information about personal investment, bank, credit card, insurance and mandatory provident fund (MPF) accounts, etc (Note 2). The SFC is pleased that 83 SFC-licensed corporations covering more than 80% of all active clients have already signed up to the new charter (Note 3).

Participating institutions commit that they will not send customers any instant electronic messages with embedded hyperlinks or request key personal data. They also pledge to provide their own contact information through proper channels for customers to make enquiries, and to promote anti-scam messages.

“The strong support our licensed corporations are pledging to the cause shows the determination of our industry leaders to stamp out investment scams and frauds,” said Ms Julia Leung, the SFC’s Chief Executive Officer. “We hope that securities clients be vigilant and do not fall prey to text messages sent by fraudsters impersonating as their brokers.”

Currently, over 200 financial institutions and merchants participate in Charter 2.0. They span a broader range of sectors related to the public’s daily lives, including banking, insurance, MPF, securities and futures industries, food and beverage, and retail (Note 4). Licensed corporations wishing to sign up to the new charter can respond via the reply template in the [joint circular](#).

End

Notes:

1. The HKMA and the HKAB jointly launched the Anti-Scam Consumer Protection Charter for the first time in June 2023, to enhance public awareness of safeguarding credit card and personal information.
2. [The full text of Charter 2.0](#).
3. The 83 SFC-licensed corporations have a combined total of nearly four million active clients.
4. [The list of participating institutions](#).

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