



Brevo

SenderID Rules International

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Overall rule — Numbers-only SenderIDs and emojis

Numbers-only SenderIDs (with or without a leading +) are not allowed in any country, unless the number is provided by Brevo or ported into Brevo. Emojis are never allowed in any country.

Rule 1 — France

France follows rules depending on the client's account type:

- **Non-Enterprise** clients may use only letters and digits (no dashes, spaces, or other special characters).
- **Enterprise** clients may use letters, digits, dashes, and spaces (but no other special characters).

Rule 2 — North America (NA) number space: 10DLC, short code, or toll-free required

For destinations in the North American Numbering Plan (United States, Canada, and Caribbean +1 territories such as Puerto Rico, Bahamas, Jamaica, Trinidad and Tobago, and others), a SenderID must be one of: a 10-digit long code (10DLC), a registered short code (4–6 digits), or a toll-free number (TFN). Free-form alphanumeric SenderIDs are not supported in this region — a compliant number is required instead. All numbers must be provided by Brevo or ported into Brevo.



Rule 3 — Numbers are not allowed in the SenderID

In these countries, a SenderID cannot consist of, or contain, digits:

Afghanistan	Guinea	Nigeria
Bulgaria	Honduras	Pakistan
Gambia	Liberia	Romania
Guatemala	Nicaragua	Rwanda

Rule 4 — Spaces are not allowed in the SenderID

In these countries, a SenderID cannot contain a space:

Angola	Gambia	Serbia
Benin	Myanmar	South Ossetia
Bulgaria	Namibia	Tanzania
Burkina Faso	North Macedonia	Thailand
Cameroon	Peru	Uzbekistan
Croatia	Romania	
Ecuador	Russia	

Rule 5 — Special characters are not allowed in the SenderID

A SenderID may only contain letters and digits — no symbols such as @ . # & () - ; _ \$ % * : ! or similar, and no emojis. **Emojis are never allowed in any country;** the special-character restriction itself applies in:

Austria	Italy	Qatar
Belarus	Kenya	Russia
Benin	Kuwait	Rwanda
Bosnia and Herzegovina	Luxembourg	Saudi Arabia
Brazil	Mali	Serbia
Bulgaria	Mauritania	Seychelles
Burkina Faso	Mexico	Slovenia
Cambodia	Montenegro	South Africa
Cameroon	Morocco	South Ossetia
Democratic Republic of the Congo	Myanmar	Sweden
Côte d'Ivoire	Namibia	Syria
Croatia	Nepal	Tanzania
Czech Republic	Nicaragua	Togo
Ecuador	Niger	Uganda
Egypt	Nigeria	Ukraine
Guatemala	Norway	United Kingdom
Honduras	Oman	Uzbekistan
Hong Kong	Pakistan	Vietnam
Indonesia	Peru	
Iraq	Philippines	



Rule 6 — Numbers and special characters are both not allowed in the SenderID

In these countries, the SenderID must be pure letters — no digits and no special characters:

Bulgaria
Guatemala
Honduras

Nicaragua
Nigeria
Pakistan

Rwanda