

By: [Eugene Popa](#), Security and Search Engines Editor

SMS Spam Back in Action

Celtel Kenya under SMS spam attacks

The SMS spam is a different meaning of the term spam and even if it occurs quite rarely, it's extremely difficult to block it. A long time ago, one year or so, there were multiple reports revealing massive SMS attacks which harmed the mobile phone owners from multiple regions of the world. However, the attacks were quickly stopped and since then, only a few but minor cases have been reported. Today, Celtel Kenya, a telecommunications company working in African countries, warned customers that a SMS scam targeting its clients was confirmed. According to NetworkWorld, Celtel Kenya clients receive SMS text messages which inform them that they have won important prizes as part of a Celtel contest. The "winners" are asked to "buy airtime minutes and send them to a designated number," the same source adds. Just like in the previous cases, the clients who receive such a message are advised to ignore it because it's only a fake attack launched by fraudsters who attempt to get free airtime minutes. "When Celtel conducts any promotional activity, all instructions for participation and redemption of prizes will be clearly publicized, using the electronic and print media. All information regarding terms and conditions of the promotional activity will also be clearly articulated and included in this communication," Michael Okwiri, head of corporate affairs at Celtel, commented according to [NetworkWorld](#). Moreover, the Celtel official reminds consumers that the company only sends messages from a single number, namely 0734-111777, so other phone numbers used in such fake contests should be ignored. "During promotions, Celtel does not ask winners to provide personal information via SMS, inclusive of bank account details, identity card or passport details, to transfer or top up of airtime (to any mobile number) or make cash or any other payments to any person in order to receive prizes," he added.