

## **Annex B: Factsheet on Cyber Security Awareness Day**

### **Background**

Singapore's Cyber Security Awareness Day is championed by the Cyber Security Awareness Alliance that is jointly led by the Infocomm Development Authority of Singapore and the Singapore infocomm Technology Federation. Held annually, the Awareness Day objectives are to raise infocomm security awareness and remind everyone of the need for personal and workplace responsibility in adopting simple and secure online practices. The target audience includes individuals and organisations across the public, private and people sectors.

The Alliance is an initiative under the Singapore's Infocomm Security Masterplan 2 and aims to promote the awareness and adoption of essential cyber security practices in Singapore.

### **1st Cyber Security Awareness Day**

The inaugural Awareness Day was held on 13 April 2011. This nationwide call-to-action encouraged end users and organisations/ businesses to adopt stronger passwords. Arising from the various outreach and publicity efforts, more than 300,000 pledges were received from the people, public and private sectors, each pledging to change their passwords to stronger ones.

### **2<sup>nd</sup> Cyber Security Awareness Day**

The second Cyber Security Awareness Day will be held on 11 July 2012. Themed "Strengthening Your Personal Security", the nationwide call-to-action this year encourages users and organisations/ businesses to secure their online identity, computers, mobile and wireless devices.

<b>S/N</b>	<b>Call-to-action</b>	<b>Proposed action for end-users</b>
1.	Computer Security	<ul style="list-style-type: none"> <li>• Install / update anti-virus software</li> <li>• Install personal firewall</li> </ul>
2.	Mobile Security	<ul style="list-style-type: none"> <li>• Enable mobile device password lock</li> <li>• Disable Bluetooth / Wifi when not in use</li> </ul>
3.	Wireless Security	<ul style="list-style-type: none"> <li>• Disable SSID broadcast on wireless router</li> <li>• Secure personal wireless network by using WPA/WPA2 encryption</li> </ul>
4.	Online Identity	<ul style="list-style-type: none"> <li>• Remove personal particulars posted online (e.g. mobile number, date of birth)</li> <li>• Restrict access for social media profile (e.g. apply Facebook security)</li> </ul>

As part of the efforts to promote the Awareness Day messages and encourage adoption of secure online practices, various events and online activities were carried out. These included conducting educational talks, exhibitions, roadshows at public libraries and other themed locations (e.g. NTUC May Day Family Fiesta 2012, iExperience, SCAPE 2<sup>nd</sup> Anniversary, etc), publicity in online and print channels and engaging the target audience via various social media platforms.

To-date, more than 630,000 pledges were received from end-users and organisations/businesses to support and fulfill the call-to-action.

#### Awareness Day Online Links

Awareness Day Information

<https://www.gosafeonline.sg/cyber-security-awareness-day-2012---2nd-year>

Awareness Day Pledging Page

<https://www.gosafeonline.sg/awareness>

Related Articles on Awareness Day Call-To-Action

<https://www.gosafeonline.sg>