

Annex C: Factsheet on Cyber Security Awareness Alliance

Background

As infocomm becomes increasingly pervasive, it is imperative to raise the awareness and adoption of essential cyber security practices among users. Well-informed users will not only keep personal / organisation assets and information secure but will also help to improve the overall security of cyberspace. To that end, the Infocomm Development Authority of Singapore and other like-minded members from the public and private sectors have formed the Cyber Security Awareness Alliance in April 2008.

As a collaborative body, the Alliance will amalgamate efforts from its members by bringing together different strengths and resources. The aim of the Alliance is to:

- Build a positive culture of cyber security in Singapore where infocomm security becomes second nature for all infocomm users; and
- Promote and enhance awareness and adoption of essential infocomm security practices for the private and people sectors.

Alliance roles and functions

To enhance awareness and develop infocomm security practitioners in Singapore, programmes have been implemented in partnership across the public, people and private sectors through the Cyber Security Awareness Alliance. The Alliance members will reach out to these sectors through:

- Organising and sponsoring events such as seminars, talks, road shows and training workshops;
- Creating infocomm security related collateral for user and business groups; and
- Offering infocomm security advice for user and business groups.

'GO SAFE ONLINE' tagline

The Alliance's tagline, "GO SAFE ONLINE", serves to provide a consistent call-to-action where users and organisations are reminded to take personal and workplace responsibility in protecting themselves against cyber threats. In that, the best protection against cyber threats is personal and workplace commitment towards infocomm security.

The logo design is based on the notion of "collaboration". The essence of Alliance's message in staying secure online is on the three Es namely:

- Engagement of people from all walks of life
- Education of the respective groups; and
- Empowerment with the resources to stay secure

The Alliance's branding is based on the following attributes:

- a. Collaborative
 - Collaboration / Partnership / Synergy between the Government and Industry
 - Nationally recognised
- b. Dynamic
 - Reflects the changing/evolving cyber security landscape
- c. Secure
 - Engage – establish a positive and powerful connection with people
 - Educate – to develop and train them
 - Empower – with the knowledge and resources to stay secure online

The Alliance maintains a portal, www.gosafeonline.sg, to further promote and inculcate safe infocomm practices for the public, private and people sectors. The Alliance also reaches out to its target audience via the Go Safe Online Facebook and Twitter at www.facebook.com/gosafeonline and twitter.com/gosafeonline

Alliance Members

The Alliance is co-chaired by Mr Leong Keng Thai, Deputy Chief Executive & Director-General (Telecoms & Post) of the Infocomm Development Authority of Singapore and Ms Shirley Wong, Vice Chairman of Singapore infocomm Technology Federation. The Alliance comprises representatives from the Government, private enterprises, trade associations and non-profit organisations.

The organisations represented in the Alliance include the following:

No.	Organisation
1.	Association of Small and Medium Enterprises
2.	BT Frontline Pte Ltd
3.	e-Cop Group Pte Ltd
4.	Infocomm Development Authority of Singapore
5.	Juniper Networks (Singapore) Pte Ltd
6.	Land Transport Authority
7.	McAfee (Singapore) Pte Ltd
8.	Microsoft Singapore Pte Ltd
9.	National Crime Prevention Council
10.	Quantiq International Pte Ltd
11.	Singapore Business Federation
12.	Singapore Chinese Chamber of Commerce & Industry
13.	Singapore Infocomm Technology Federation
14.	Singapore Police Force
15.	Symantec Singapore Pte Ltd
16.	Trend Micro (Singapore) Pte Ltd