

## 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 like-minded partners from the public and private sectors have formed the Cyber Security Awareness Alliance (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 develop savvy users of infocomm security 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 making it available either online, in print or through broadcast media; and
- Offering infocomm security advice for user and business groups, through online, print or broadcast channels.

## 'GO SAFE ONLINE' tagline

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

The logo design was 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 essence of the Alliance's branding is as follows:

- a. Collaborative
  - Collaboration / Partnership / Synergy between the government and Industry
  - Nationally recognised
- b. Dynamic
  - Reflect 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's website [www.gosafeonline.sg](http://www.gosafeonline.sg) features more resources, such as essential infocomm security practices for the private and people sectors.

## 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:

<b>No.</b>	<b>Organisation</b>
1.	Association of Small and Medium Enterprises
2.	BT Frontline Pte Ltd
3.	Hewlett-Packard Singapore (Sales) 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