

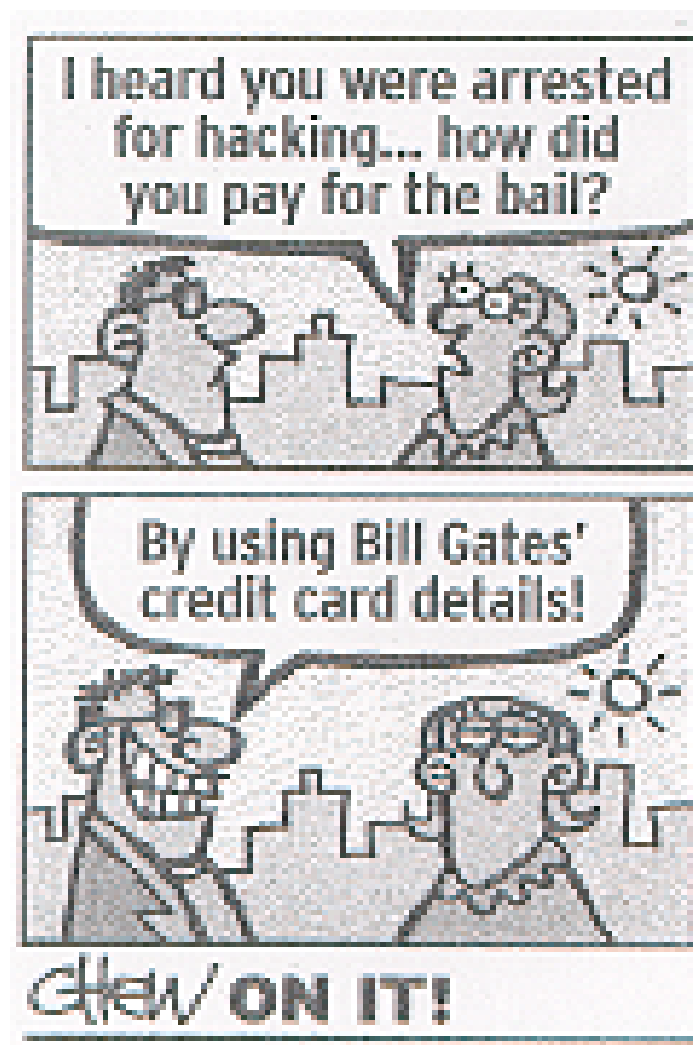
E-Policy: The Singapore Approach



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Assistant Chief Executive

Business and Consumer Concerns

Internet Pornography...



Hacker had Bill Gates' credit-card info

Focus of today's presentation

- **The need for Trust and Confidence**
- **The Policy and Regulatory Environment Today**
- **Industry Consultation**
 - **The next steps**

The Need for Trust and Confidence

Catalyst for Change

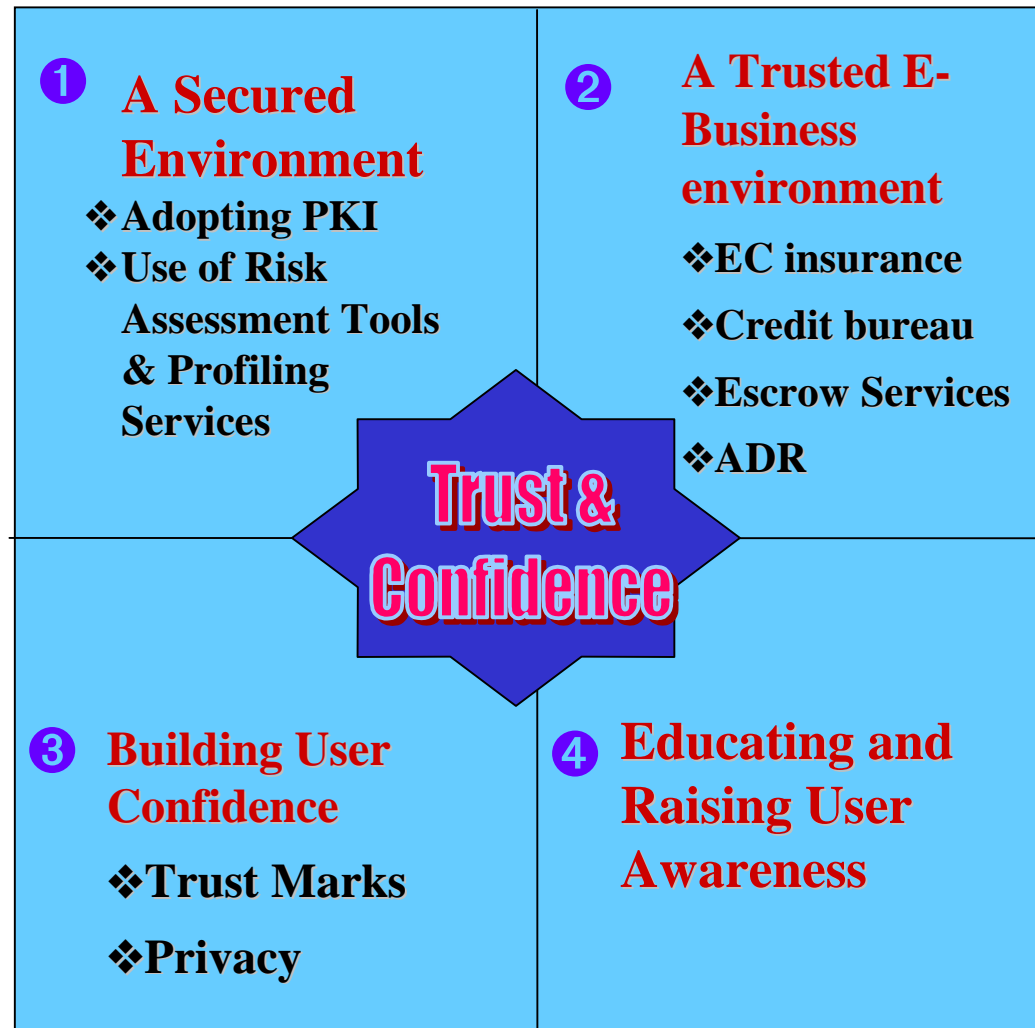
Trust and Confidence

- Trust and Confidence is essential to EC
- Its intangible but is central to all e-Business success whether B2C or B2B:
 - Fraud 12 times more online than offline - Gartner Interactive
 - Fear of Fraud is the #1 reason users decide against making online purchases - *WebAssured Survey*
 - 64% of online consumers are likely to trust a web site even with a privacy policy - *Jupiter Communications*
 - 25% of online orders not fulfilled properly
 - Online fraud could reach \$60 billion by 2005 - *Meridian Research*

Credit card fraud - it was easy

E-commerce's dirty little secret surfaces after teen-ager grabs and gives away thousands of credit card numbers

Key Building Blocks of Trust



Policy & Regulatory Framework

Catalyst for Change

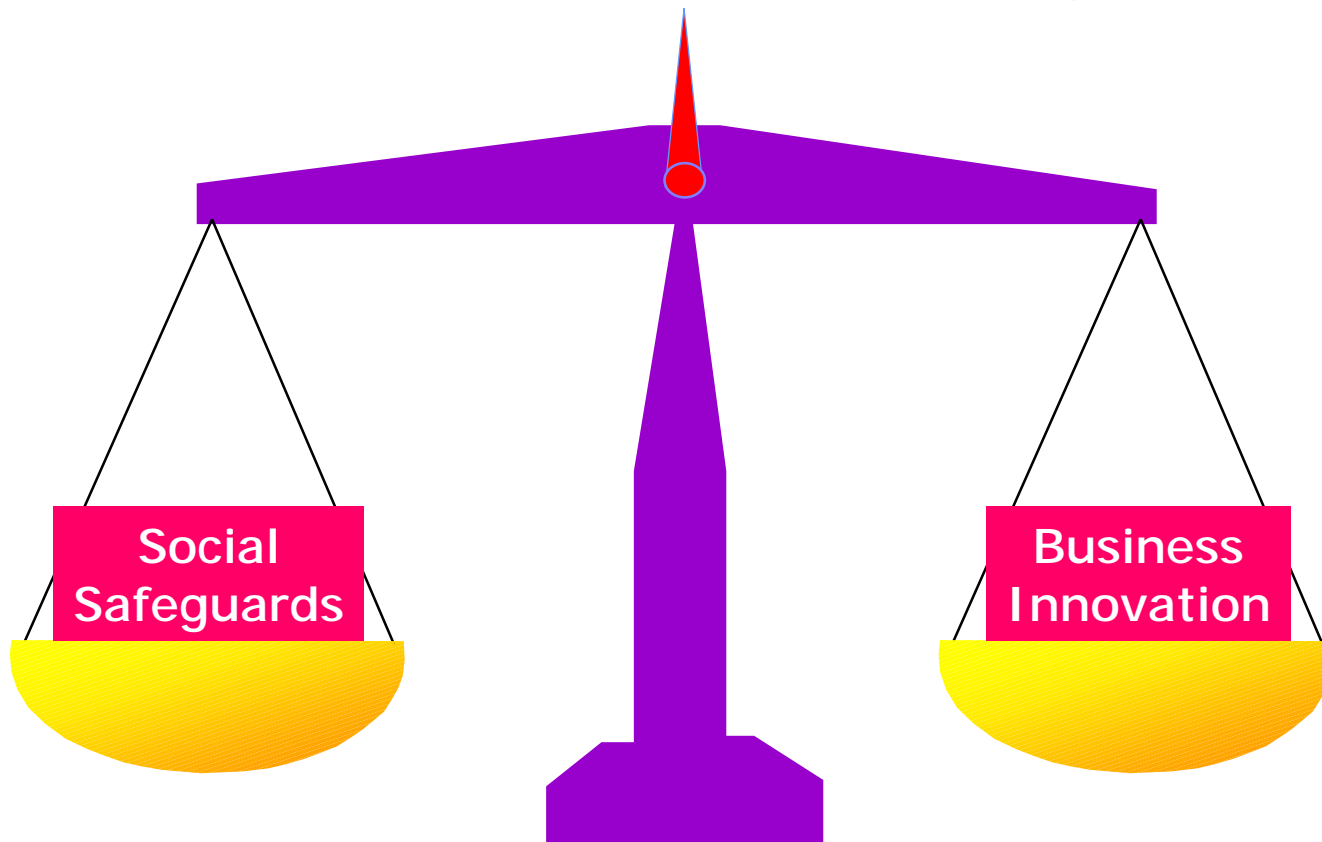
International Regulatory Approaches



Infocomm Regulatory Framework

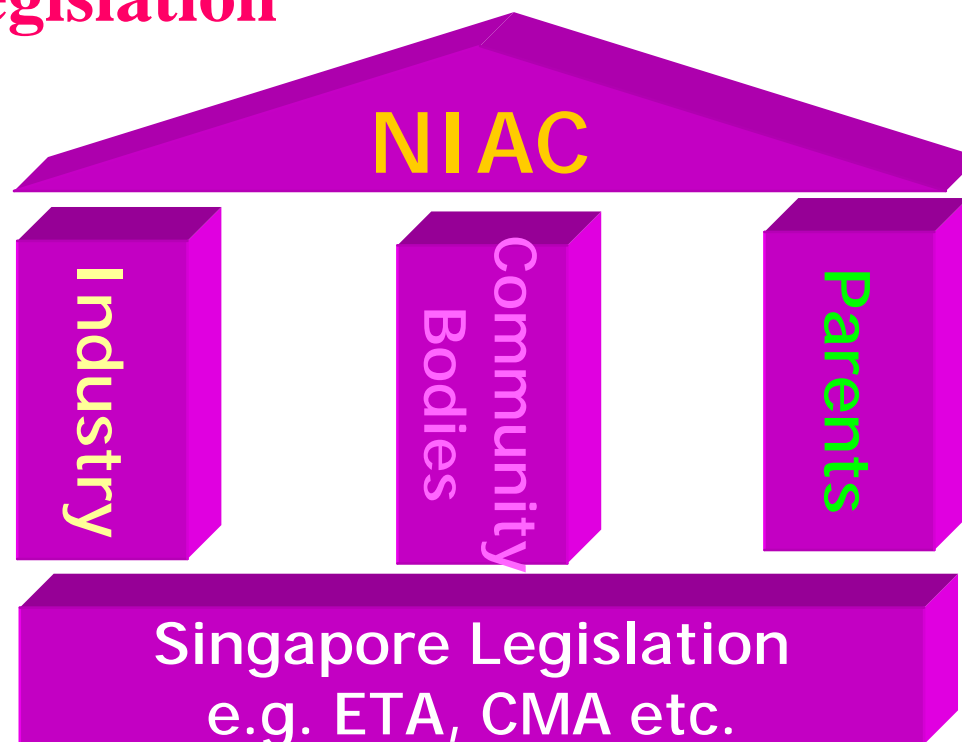
Singapore's Approach: Safeguarding Society vs Business Innovation

Wealth Economy
Social Cohesion



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Singapore's Approach: A Combination of Self-Regulation, Education & Legislation



Internet Code of Practice
Industry Code of Practice



E-commerce Code for the Protection of Personal Information

Parents Advisory Group for the Internet

Establishing a Conducive Policy Environment



New economy laws on the drawing board

THE Government is reviewing existing laws and regulations to cater to the needs of the new economy, Already one of the world's most e-commerce-ready countries, he said Singapore "cannot afford to

New Economy: policies, laws to be changed

- **Electronic Transactions Act Enacted in July 1998**
- **Import/use/export controls on cryptography were lifted**
- **Removed need for licensing of online Auctioneers**
- **Areas of Review:**
 - **Fine tune existing laws -- ETA, CMA, Copyright Act, etc.**
 - **Regulatory framework for converging Infocomm industry**
 - **Review fraud and consumer issues**

Other Emerging Concerns



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Singapore's Approach: Harmonising Singapore Laws on Regional & Global Basis



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Industry Consultation

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Industry Consultation Launched

- Industry Consultation was issued (26 Sep - 31 Oct '00)
- Responses received from a total of 48 companies, industry associations and individuals

Give your 2 cents' worth on e-commerce

DO YOU hesitate to buy online with online transac-

Give feedback on e-commerce

EVER felt wary of buying items online?

Here's your chance to voice

资信局公开求意见
鼓励电子商务信心

(新加坡) 电子商务研究的

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Summary of Comments Received

- Respondents were generally supportive of the list of initiatives identified;
- Some views from the Industry/Consumers:
 - ❖ Low awareness → Low adoption
 - ❖ Recognises absence of some trust services
 - ❖ Lack of concerted industry efforts/ knowledge & skills
- Suggestions Received:
 - ❖ Need to raise industry and user awareness on available services & tools
 - ❖ Need for government support to jumpstart efforts such as PKI, Trust Marks
 - ❖ Need to build up knowledge, skills and expertise through increased training and international exchanges
 - ❖ Need for clear frameworks/guidelines

The Next Steps...

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Laying a Robust Secured Environment

① Adopting a Secure PKI

- Low awareness
- Need for Inter-operability
- Lack of key applications

A Secured Environment

- PKI Forum Singapore will be formed
- Conferences/seminars to raise awareness
- Identify & pilot key projects

② Introducing and Proliferating Use of Risk Assessment and Profiling Services

- Lack of Industry Awareness and adoption

A Secured Environment

- Incorporate risk assessment tools into e-payment gateways
- Work with Industry on studies



Establishing Confidence for E-Business

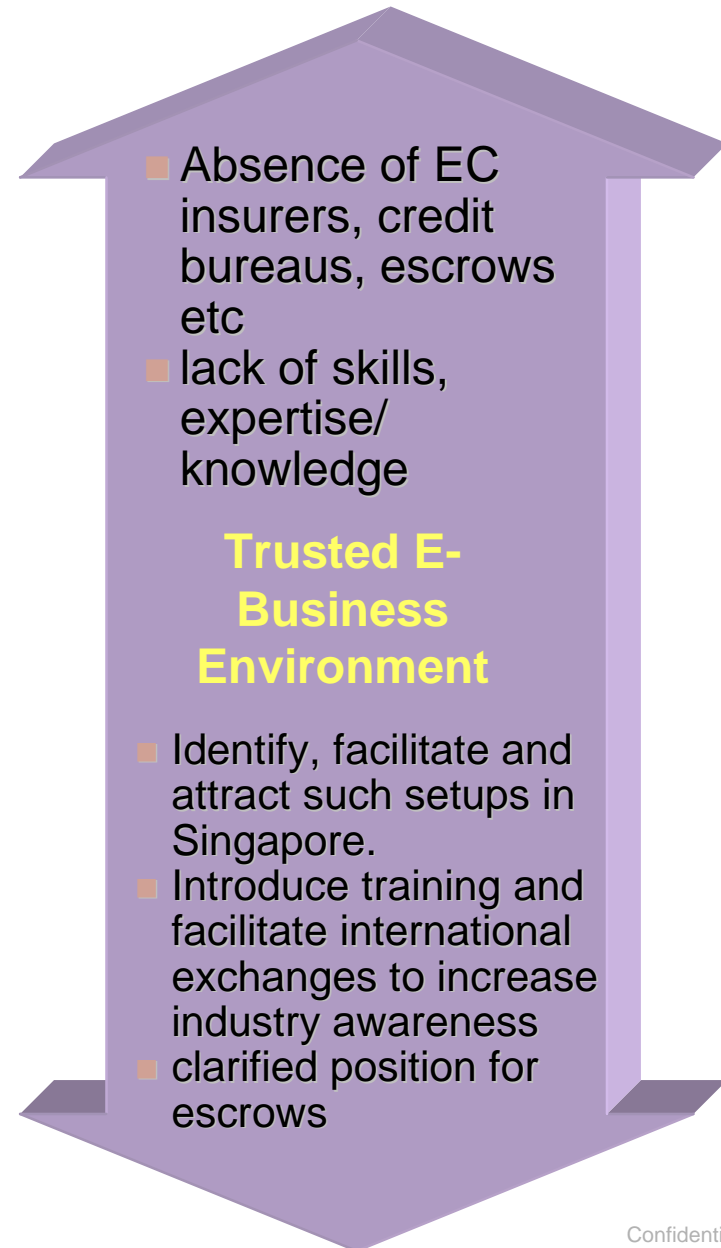
Introducing:

- EC Insurance and underwriters;
- credit bureau and escrows providers
- Alternative Dispute Resolution



Our primary objective - to provide multi disciplinary exchange of ideas and information in the area of Dispute Resolution by linking the Singapore Subordinate Courts' e@dr to other major organisations and professionals in Dispute Resolution.

www.ida.gov.sg



Establishing Confidence for E-Business

■ Online Escrow Services in Singapore

“There are no specific laws or statutory regulations in Singapore governing or regulating escrow activities on the Internet, at present.”

Building User Confidence

① Adoption of Trust Mark Programs

② Addressing privacy concerns

- Lack of an effective trust mark program
- Lack of int'l cooperation
- Low awareness & adoption

Building User Confidence

- Implement an effective trust mark programme
- Support the industry to develop and adopt best practices in the conduct of EC activities



- Inadequate protection given to protection of data

Building User Confidence

- Study on how to address privacy issues
- Urges industry to uphold consumer trust by not misusing personal information.

EDUCATING AND RAISING AWARENESS

■ Educational & Awareness Programmes



- Lack of user knowledge and understanding
- Ease of use of electronic devices and Internet

Raising User Awareness

- programs/ road shows to enable users to be comfortable & adept at using technology
- draws the unconverted people & businesses

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Conclusions

■ Singapore's Policy Approach

- Government strategies are targeted at establishing a conducive regulatory environment by removing barriers and clarifying marketplace rules
- Regular reviews to keep our frameworks updated and in line with international developments
- Works closely with the industry to complement government efforts and directions.



**Singapore - the place
to put a dot
in Asia**

Thank You

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