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.

The Alliance members will reach out to the public, private and people 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.

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 Tan Yen Yen, 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.	Cisco Systems (USA) Pte Ltd
4.	eBay Southeast Asia
5.	Hewlett-Packard Singapore (Sales) Pte Ltd
6.	Infocomm Development Authority of Singapore
7.	Juniper Networks (Singapore) Pte Ltd
8.	McAfee (Singapore) Pte Ltd
9.	Microsoft Singapore Pte Ltd
10.	National Crime Prevention Council
11.	Quantiq International Pte Ltd
12.	Singapore Business Federation
13.	Singapore Chinese Chamber of Commerce & Industry
14.	Singapore Infocomm Technology Federation
15.	Singapore Police Force
16.	Symantec Singapore Pte Ltd