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A nighttime photograph of a city skyline, likely Singapore, with numerous skyscrapers illuminated against a dark blue sky. The lights from the buildings are reflected in the water in the foreground. A large red curved shape is overlaid on the top right corner of the image.

Singtel's Scam Awareness Campaign

9 December 2020

The scene

THE STRAITS TIMES

SINGAPORE

June 2020

Over \$7m lost to scammers posing as tech support staff

THE STRAITS TIMES

SINGAPORE

August 2020

\$82 million lost in six months through 10 main types of scams

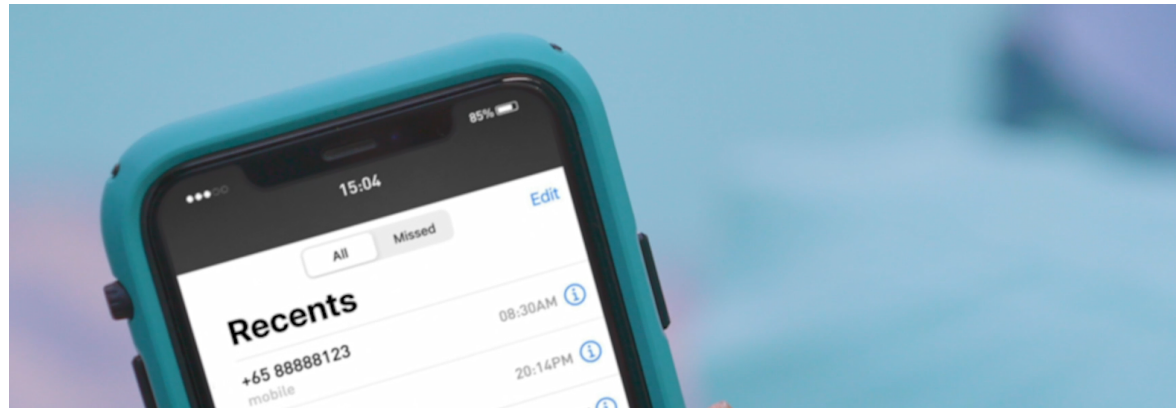
asiaone

Joanne Peh recounts phone scam experience by alleged Singtel staff, urges public to be careful
October 2020



The scene

- Our efforts
 - Fraud management system
 - “+” prefix added to international incoming calls spoofed to resemble local numbers
 - Regular scam advisories



“Jaga your data!”

- Public education campaign
 - To help Singaporeans recognise scams for what they are
 - Comprises a series of three light-hearted films each playing out a telco-related ruse that has tricked many



Scenario #1 : Tech Support Scam



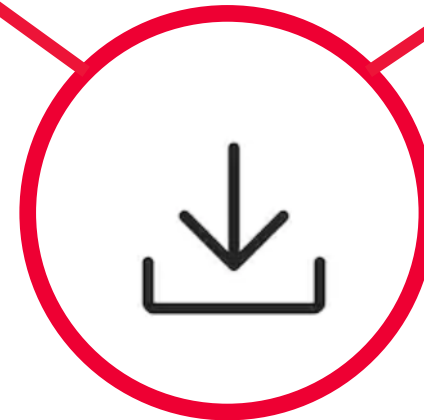
Victims receives a phone call



Scammer pretends to be Singtel technician



Scammer claims that the network is compromised and convinces victim into downloading a remote access software



Unsuspecting victim downloads software



Scammer now has access to victim's device and steal their personal details

Scenario #2: Mobile Termination Scam



Victims receives an automated call claiming that their line will be terminated soon



Victims follows the instructions to connect to an operator who claims to be from Singtel



Victims are told that their mobile phone number registered under their name has been used for illicit activities.



The scammer will offer to help victims check if their credit cards have been compromised, and ask victims to provide their credit card numbers.



Scammer will start using the details provided to make illegal transactions and ask for victim for their OTP to complete these transactions.

Scenario #3 : Quick cash scam



Victims respond to scammers' advertisements for "Quick Cash" through sites such as Carousell or Facebook Marketplace.



The scammer will convince victim that the transaction is 100% safe and legal, and they can earn cash immediately



The scammer will assure victims that their monthly bills and other sign-up costs will be taken care of.



Victim will meet with scammer to handover the mobile phone and sim card



Victim only realise that they have been scammed when they receive the monthly bills and scammer will be uncontactable.

The Campaign – Jaga your data

Total views: 2.5m views

Facebook: 442.7k views

YouTube: 2.1m views

Linkedin: 2.3k views



This is tech support calling

Launched 20th November



Robocall

Launched 23rd November



Fast cash anyone?

Launched 25th November

MEDIA COVERAGE

THE STRAITS TIMES

Singtel says number of scam calls doubled this year

yahoo!news

Singtel launches anti-scam campaign urging public to 'jaga' their data



MARKETING

'Jaga your data,' says Singtel in anti-scam educational campaign

THE STRAITS TIMES



Campaign supported by NCPC and SPF

National Crime Prevention Council Singapore November 26 at 1:36 PM



Singtel November 20 at 10:00 AM

"Hello? This is Edward de Cruz from tech support..." When Mrs Tan receives a dubious sounding phone call, how does she react? Watch on to find out how she ended u... [See More](#)

Bukit Panjang NPC November 28 at 6:05 PM

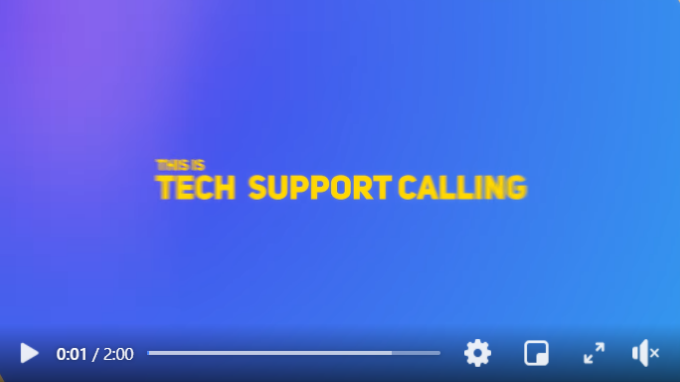
Always remember, Singtel technicians or customer care officers will never ask for passwords, router numbers, bank accounts, credit card details, or one-time passwords during troubleshooting calls. Watch the full version here: <https://youtu.be/woEEgXEToNU>



Singtel November 20 at 10:00 AM

"Hello? This is Edward de Cruz from tech support..." When Mrs Tan receives a dubious sounding phone call, how does she react? Watch on to find out how she ended u... [See More](#)

Bukit Batok NPC November 28 at 9:00 AM



Singtel November 20 at 10:00 AM

"Hello? This is Edward de Cruz from tech support..." When Mrs Tan receives a dubious sounding phone call, how does she react? Watch on to find out how she ended u... [See More](#)

National Crime Prevention Council Singapore Yesterday at 12:07 PM

Received an unexpected automated voice call? Beware, it could be a scam!

Watch on to find out how a phone impersonation scam works & what are the steps you can take from falling prey to this scam.



Singtel November 23 at 10:50 PM

Did you know that many scammers from overseas are masking their actual phone numbers, making their calls look like they come from local callers in order to tric... [See More](#)

Tampines NPC December 1 at 10:04 PM

Beware of Tech Support Scams! 🚨



Singtel November 20 at 10:00 AM

"Hello? This is Edward de Cruz from tech support..." When Mrs Tan receives a dubious sounding phone call, how does she react? Watch on to find out how she ended u... [See More](#)

Ang Mo Kio North NPC November 28 at 7:51 AM



Singtel November 20 at 10:00 AM

"Hello? This is Edward de Cruz from tech support..." When Mrs Tan receives a dubious sounding phone call, how does she react? Watch on to find out how she ended u... [See More](#)



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