



**SINGAPORE  
POLICE FORCE**



## **MEDIA RELEASE**

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### **LAUNCH OF ANTI- SCAM TV COMMERCIAL**

The National Crime Prevention Council (NCPC) and the Singapore Police Force (SPF) launched the second of three Anti-Scam TV commercials as part of the nationwide Anti-Scam Public Education Campaign on Friday, 24 July 2015 at 7.30pm at One Farrer Hotel & Spa.

2 Guest-of-Honour, Mr Masagos Zulkifli, Minister, Prime Minister's Office, Second Minister for Home Affairs and Foreign Affairs, launched the commercial during NCPC's Appreciation Dinner and Awards Ceremony. The event also included the presentation of awards to the Neighbourhood Watch Zones who have put in place programs that have contributed to the safety and security of their neighbourhoods.

3. The commercial, produced as part of the Anti-Scam Public Education Campaign, aims to educate the public on Multiple Payment Online Purchase (MPOP) scams. It will be shown on local TV channels and selected public places from 25 July 2015.

4. The MPOP scam, which saw an increase of 635 cases (+236%) from 269 in 2013 to 904 in 2014, is one of the top scams in Singapore. The NCPC and SPF have leveraged on multiple communication channels to raise the awareness of such scams and how people can protect themselves from becoming victims.

5. The rising online crime trend is likely due to a booming e-commerce market, which saw total sales climbing to \$3.5 billion<sup>1</sup> last year. The Police also observed that MPOP scam victims were often lured by overly attractive IT gadget deals.

6. Mr Tan Kian Hoon, Chairman of NCPC, said, "Online shopping is a convenient way to buy things but it may not be the safest. To avoid getting scammed, we should always do background checks on the sellers or retailers. Importantly, we should be wary of offers that seem too good to be true."

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<sup>1</sup> Report by Infocomm Development Authority of Singapore: <http://www.ida.gov.sg/blog/insg/smes/shopping-for-online-to-offline-opportunities/>

## **ABOUT THE ANTI-SCAM PUBLIC EDUCATION AND AWARENESS CAMPAIGN**

This campaign was launched on 28 November 2014 in response to the rising number of scams in Singapore. The seven scams covered in this campaign are: Cyber Extortion, Online Purchase, Internet Love, Kidnap, Lottery, Impersonation and Money Mule. The campaign includes a new website ([www.scamalert.sg](http://www.scamalert.sg)) and anti-scam messages have been disseminated at public places as well as online.

The first TVC on Cyber Extortion and Lottery Scam was launched in May 2015. The second touches on Multiple Payment Online Purchase Scam.

## **ABOUT THE NATIONAL CRIME PREVENTION COUNCIL**

The NCPC is a non-profit organisation committed to promoting public awareness of and concern about crime and to propagate the concept of self-help in crime prevention. The Council comprises representatives from the commercial and industrial sectors, as well as from the public sector and the Singapore Police Force.