



For Immediate Release
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ONLINE SAFETY WEBSITE FOR 9 COMMONWEALTH COUNTRIES

Bringing the best of the UK's cyber security expertise to other Commonwealth countries is the mission of the U.K. Commonwealth Cyber Security Programme, launched following the Commonwealth Heads of Government meeting in April 2018. One part of this programme is to deliver free, accessible, up to date and comprehensive advice about staying safe online to the people of St. Lucia.

Get Safe Online: www.getsafeonline.org - a UK based not-for-profit organisation - will launch a brand new website in St. Lucia on April 1, 2019. The site will include comprehensive online safety advice and information on the latest online safety risks, specific to persons in St. Lucia.

Alongside the website, a series of public awareness campaigns will run throughout the next 12 months to raise maximum awareness about online safety among the general public. The aim is to help everyone, from the most online savvy to those who are less confident using the internet become more risk-aware and better protected online.

Antigua & Barbuda, Bahamas, Barbados, Dominica, Jamaica, Grenada, Guyana, St. Vincent & The Grenadines and St. Lucia are the 9 Commonwealth countries in which the public awareness campaign will be launched. The first campaign is headlined "hello_POTENTIAL VICTIM" and set to start April 1, 2019 with the aid of the marketing agency ODEM. Over the period April 2019 to March 2020 as part of the campaign plans, Traditional and Digital PR strategies will be used in each country to accomplish main goal for safety online.

hello_POTENTIAL VICTIM uses examples of what a "Potential Victim" looks like from the victim's point of view. In addition, messaging is crafted from a fraudsters' perspective. "Hello" serves a dual role, somewhat of a "wake up call" to victims exposed to online predators and scammers as well as a greeting, much like how a criminal would address their target. This campaign is positioned to create awareness and attract attention to ever increasing safety issues online.

Global Ambassador for Get Safe Online, Peter Davies, doesn't want people to be scared away from internet use. "In St. Lucia, just as in other Caribbean countries we are working with, most people already have a "digital life", and benefit from the information, opportunities and personal empowerment it can bring. Creating and sustaining a digital economy also brings more wealth and opportunities to the region. We want people to realize those benefits confidently while knowing how to avoid pitfalls such as lottery scams, romance fraud, and phishing. We also want to encourage people - especially the younger

generation - not to “overshare” personal images or information. That can come back to haunt them and put them at risk.”

To support this campaign and share information please visit getsafeonline.lc