

The Business Times, Monday, March 7, 2005

# IIAS to set up a privacy portal for consumers

By **DALENA LEE**

THE Internet Industry Association of Singapore (IIAS), which was officially launched last week, is kicking off with two nationwide initiatives relating to privacy and offensive content on the Internet.

The independent non-profit organisation, which aims to represent the views and concerns of the Internet industry, will set up a privacy portal for consumers, covering topics like spam, phishing and other security issues.

It will also assist any Singaporean child that has been inadvertently exposed to inappropriate online content by providing funds for help and counselling.

"In today's context, it is almost impossible to find any company that operates completely offline in Singapore," said IIAS chairman J Anton Ravindran. "While infocomm technology continues to evolve and enrich our lives, issues and challenges prevail. The IIAS

aims to therefore play a pivotal role in the Internet industry within Singapore."

The association has formed two special interest groups, the Security and Anti-piracy Interest Group and the Real-time Enterprise Interest Group. These will act as focal points for member education and discussion, and help enhance business development within the region. The first group aims to build confidence in using the Internet for e-commerce and non-commercial purposes, while the second encourages the use of cyberspace technology in local firms.

Annual corporate membership to organisations that utilise the Internet for the day-to-day running of their businesses is also offered. The annual membership fee is \$1,000, and \$500 for small and medium enterprises with no more than 1,000 employees.

For more information, contact the IIAS Secretariat at 6225-1081.