



Joint Press Release

The Bank of Thailand, Google, and TB-CERT under the Thai Bankers Association  
join forces to launch the #31Days31Tips campaign to promote  
Thai people's digital literacy and awareness of online safety

**Bangkok, September 27, 2023:** In light of Cybersecurity Awareness Month, the Bank of Thailand (BOT), Google Thailand, and Thailand Banking Sector Computer Emergency Response Team (TB-CERT) under the Thai Bankers Association collaboratively launched the #31Days31Tips campaign aimed to help Thai people stay safe online through a series of fun and shareable bite-sized tips. Throughout October, the three organizations will share a new online safety tip each day on their respective social media platforms.

Online scams remain an ongoing issue in Thailand. According to data from the Cyber Crime Investigation Bureau, online scams can come in various forms but the most common ones are online shopping scams, luring job seekers to transfer money, loan scams, and investment scams. This resulted in financial damage amounting to over 9 billion baht in the past five months alone (March 17 – August 25, 2023)<sup>1</sup>. With more Thais falling victim to online scams, this collaboration will help make online scam warnings more accessible to the public with accurate, useful, and easy-to-understand information that is shareable via various social media platforms to ensure that people stay safe online.

**Ms. Chayawadee Chai-Anant, Assistant Governor Corporate Relations Group and spokesperson of the Bank of Thailand (BOT),** said, “This collaboration emphasizes ongoing efforts from BOT to combat financial fraud and scam through knowledge and information sharing so that Thai people are well equipped with digital literacy skills. It is important to help people become more vigilant to protect themselves and stay safe from online threats. It is also in line with the financial fraud prevention measures that BOT implemented earlier this year, for example, by asking commercial banks to stop sending an SMS with links and requesting minimum requirements for biometric authentication. We also cooperate with related agencies to follow the Royal Decree on Cyber Crime Prevention and Suppression.”

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<sup>1</sup> Source: Online complaint statistics from Royal Thai Police



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**Jackie Wang, Country Director, Google Thailand**, said, “At Google, making technology for everyone means protecting everyone who uses it. And to celebrate Cybersecurity Awareness Month in October, we are launching the #31Days31Tips campaign to equip Thai people with online safety tips and tools they can share with people they care about. This campaign is part of Google’s commitment to making the internet a safer place for everyone through three strategic pillars: Products that are secure by default with built-in protections, Tools, where users are in control of their personal information with tools such as Security Checkup, Privacy Checkup and Password Manager, and Programs that teach Thai people how to stay safe online, so that they can explore the online world with confidence. The #31Days31Tips campaign is built on our “Safer Songkran” campaign under the Safer with Google program held back in April, in which we encouraged people to share their concerns and promote online safety for themselves and their families.”

**Dr. Kitti Kosavisutte, Chairman of Thailand Banking Sector Computer Emergency Response Team (TB-CERT)**, said, “With the current way of life in the digital age, we are surrounded by technology at every moment of our lives, whether it’s for communication, entertainment, health, and work. It makes our daily life convenient while also changing how we consume media. That is why it is important that people are aware of cyber threats. TB-CERT has partnered with many agencies to tackle cyber threats and share relevant information regularly, which is one of the main measures for our society. This cooperation is a significant step toward strengthening Thai society against various forms of complicated and ever-changing fraud and cyber threats.”

The #31Days31Tips campaign will provide content about tips and tools for online safety across social media platforms of the Bank of Thailand, Google and TB-CERT throughout the month of October. The content will cover four areas, including how to Secure Your Online Accounts, Stay away from Scams/Fraud, Check the Facts/Spot the Misinformation, and Safeguard Online Privacy.

**Bank of Thailand**

**Google Thailand**

**Thailand Banking Sector Computer Emergency Response Team  
under the Thai Bankers Association**

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