

Hong Kong Monetary Authority
Public Education Video

Protect your Personal Digital Keys,
Beware of Fraudulent Links! (Full version)

- Young Man: The bank says I have a transfer request pending and need to tap this link to confirm it?
- Super: Click the link to confirm a fund transfer
- Waitress: Don't hesitate!
Banking matters require immediate action!
- Young Man: You're right! Let me tap the link!
- Super: Beware of fraudulent links
- Customer: Banks will not send SMS with embedded hyperlinks directing you to websites to carry out transactions!
- Mother: Hello? Yes..... Right.....OK.....
A government department called and says I'm suspected to have broken the law. It asked me to tap this link to enter my bank account login details on a website for investigation.
- Super: Click here to input your login ID and password
- Father: What are you waiting for? Hurry up and tap the link to provide your login details!
- Super: Beware of fraudulent links
- Son: Is it real? You'd better be careful!
In the digital world, Internet banking login ID and passwords are as important as the keys to your house. Make sure they are kept safe and don't give them to others recklessly!
- Office lady: A new payee has been added to my bank account? And I need to click this link if the information is not correct?

Male colleague A: If you haven't done so, hurry up and click the link!

Super: Beware of fraudulent links

Male colleague B: Banks will never send hyperlinks via SMS or emails to ask you to log on to Internet banking and resolve account issues!

Voice-over: Remember the following three tips to avoid falling victims to scams
First, in accordance with the HKMA's supervisory requirements, banks will not send SMS or email messages with hyperlinks directing you to websites or mobile applications to carry out transactions
Second, banks will not ask you to provide sensitive personal information, including Internet banking login ID, passwords and one-time passwords (OTPs), via hyperlinks
Third, think twice before clicking any hyperlinks purportedly sent by banks or law enforcement personnel
In the digital world, all login credentials are as important as the keys to your house and should be properly safeguarded
Protect your Personal Digital Keys
Beware of Fraudulent Links

Super: Protect Your Personal Digital KEYS
Beware of Fraudulent LINKS
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