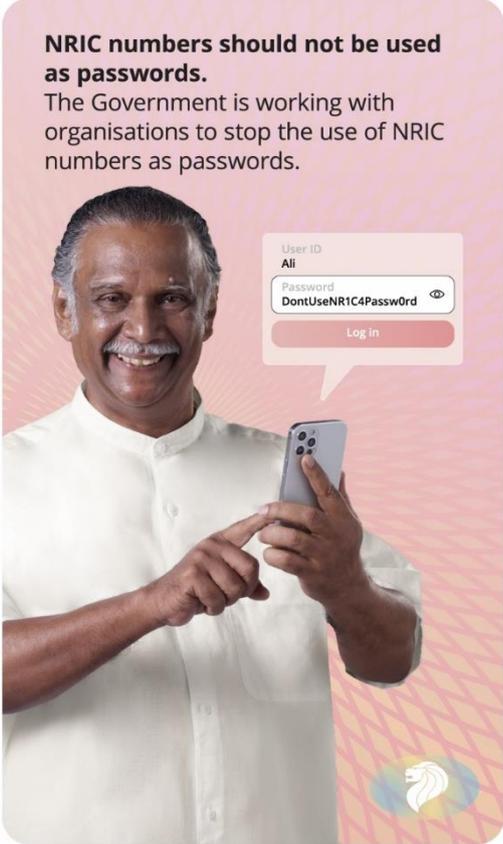




Public Education Efforts on Proper Use of NRIC Numbers

These key visuals and television commercials are part of a national campaign across out-of-home, broadcast, digital and social media platforms, and community touchpoints.

The key visuals and television commercials can be found in high resolution here:
<https://go.gov.sg/nric-campaign>

No.	Key Messages	Key Visuals/ Television Commercials
1.	<p>NRIC numbers should not be used as passwords.</p> <p>The Government is working with organisations to stop the use of NRIC numbers as passwords.</p>	 <p>The key visual is a poster with a pink background. It features a smiling man in a white shirt holding a smartphone. A speech bubble from the phone shows a login form with 'User ID: Ali' and 'Password: DontUseNRIC4Passw0rd'. Text above the man reads: 'NRIC numbers should not be used as passwords. The Government is working with organisations to stop the use of NRIC numbers as passwords.' At the bottom, there is the MDDI logo and the slogan 'KNOW IT, USE IT RIGHT'.</p>

2.

Many people share the same partial NRIC number as you.
That's why the Government will stop using partial NRIC numbers.



3.

Many people share the same partial NRIC number as you.
That's why the Government will stop using partial NRIC numbers.

a. Screenshot from English TV Commercial:



b. Screenshot from Chinese TV Commercial:



c. Screenshot from Malay TV Commercial:



d. Screenshot from Tamil TV Commercial:

