Information Security Guide for Small and Medium Enterprises

Cyber Security Tips
Protect Your Digital Identity

GovCERT.HK
Government Computer Emergency Response Team Hong Kong

HKCERT
Hong Kong Computer Emergency Response Team Coordination Centre

Hong Kong Police Force

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What Is Digital Identity?

Digital identity is used to authenticate the identity of users of online services such as social media, instant messaging and mobile apps.

Digital identity in general will be bound to users' personal information or devices such as email address, phone number or mobile device.

If the Digital Identity Is Stolen, Fraudsters Could:

- gain access to the victim's online account, leading to breach of personal or sensitive information. If the account involves monetary transaction, it may result in financial loss.

- send phishing or ransom emails to the victim for extortion of money.

- impersonate the victim for the purpose of engaging in illegal online activities such as fraud or disseminating disinformation, causing damage to the victim's reputation or making the victim legally liable for such activities.

Tips on Protecting Your Digital Identity

Use two-factor or multi-factor authentication to strengthen the security of the account.

Set different and strong passwords for different online services.

Think twice before disclosing personal and sensitive information to guard against phishing attack.

Do not allow the browser to remember your password if non-personal devices are used. Log out the online service account immediately after use.

Delete accounts no longer in use to avoid any undetected access due to lack of account management.

Pay close attention to notifications of suspicious account activities or transactions issued by service providers. If in doubt, promptly seek assistance from the service providers.