

HKMA and HKAB Launch "Smart Seniors Anti-Scam Ambassador Programme"

The following is issued on behalf of the Hong Kong Monetary Authority:

The Hong Kong Monetary Authority (HKMA) and the Hong Kong Association of Banks (HKAB) today (June 23) jointly organised the launch ceremony for the "Smart Seniors Anti-Scam Ambassador Programme" at Nga Yin Association Neighbourhood Elderly Centre of the Neighbourhood Advice-Action Council to kick start the anti-scam publicity programme for the elderly in the second half of the year.

The HKMA and the banking industry have been conducting anti-scam education and publicity through various channels. The "Smart Seniors Anti-Scam Ambassador Programme" aims to enhance the anti-scam awareness of the elderly. Through visits to elderly centres across all 18 districts in Hong Kong, the programme encourages the elderly to become anti-scam ambassadors and share scam prevention messages with their family and friends.

At the launch ceremony, the HKMA introduced "Money Safe" and other anti-scam measures. With the support of the banking industry, 14 banks (see Annex) will implement interim "Money Safe" measures for the elderly and other customers (Note) by the end of June to provide extra protection to bank deposits. All retail banks will fully implement "Money Safe" by the end of this year.

Two [promotional videos](#) themed after vintage Cantonese movies were debuted at the event. The videos deploy the mnemonic "Three Anti-Scam Tactics" – "Keep Calm, Give Nothing, Verify and Seek Help", and remind the elderly that scams are often old tricks in new disguises.

Deputy Chief Executive of the HKMA Mr Arthur Yuen said, "The HKMA attaches great importance to scam prevention work for the elderly. Through the 'Smart Seniors Anti-Scam Ambassador Programme', we hope to reach out to the community and convey anti-scam messages to more seniors through the elderly ambassadors. We also encourage the elderly to make good use of 'Money Safe' and various anti-scam measures provided by banks to better protect themselves."

The Chairperson of the HKAB, Ms Mary Huen, said, "Strengthening consumer and investor protection is a top priority for the HKAB. The banking industry has been working closely with the HKMA on anti-fraud efforts and actively implementing measures to ensure the smooth launch of 'Money Safe'. Earlier this year, we established a dedicated 'Anti-Fraud Education Taskforce' to coordinate diverse outreach activities and educational programmes targeting various vulnerable groups within the community. We expect over 100 relevant activities will be arranged throughout the year to comprehensively enhance public awareness of fraud prevention."

Note: During the interim period, some banks only offer "Money Safe" to customers aged 65 or above and service details (such as applicable account types) may also vary among banks. Please contact individual banks for details.