

## SmarTone 5S New Standard in Mobile Service Industry Offers Total Protection for Customers

### SmarTone 5S 電訊服務新標準 全方位保障客戶

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On the journey to becoming a Smart City, there will be an increasing use of Internet of Things (IoT) technology and connected devices, with many more things connected to the Internet than people. In this quickly evolving world, the ever-growing number of devices connecting to the Internet is exponentially expanding the attack surface for hackers.

SmarTone is committed to providing a strengthened and unparalleled experience to its customers, and has redefined the new “5S” standard for the mobile service industry, encapsulating Speed, Stability, Seamlessness, Security and Service. It ushers in a new era of mobile possibilities for the total customer experience, redefining a user experience that goes far beyond network speed to also embrace security. SmarTone delivers much more than a powerful network, it also focuses on a secure Internet experience.

SmarTone places high importance on protecting personal data privacy. All customer information is encrypted, and the system is monitored by dedicated teams around the clock and reviewed on a regular basis to ensure personal data is securely stored and processed.

While many public areas provide free data and Wi-Fi networks for public convenience, these free networks are not inherently secure.

在踏上智慧城市之路上，物聯網（IoT）技術和連接設備的使用越來越廣泛，更多的設備連接到互聯網。在迅速發展的世界，連接到互聯網的設備不斷增多，這意味著受黑客攻擊的機會亦以倍數地增長。

SmarTone一直致力為客戶帶來無可比擬的流動網絡體驗，並重新釐定電訊服務新標準「5S」，為客戶帶來快、穩、順、安心及貼心的服務，引領客戶流動通訊體驗踏入新紀元，重新界定客戶體驗不僅只追求網絡速度，還須提供安全及可靠的網絡。故此，SmarTone 為客戶帶來的不僅是優質的網絡，更一直專注於安全的上網體驗。

SmarTone高度重視保護個人私隱。所有客戶資料都會經加密處理，並由專責團隊全天候監察，亦會定期進行審查以確保個人資料得以安全地儲存及處理。

為方便大眾，許多公眾地方都會提供免費數據服務和Wi-Fi網絡，然而，這些網絡本身並不安全。網絡犯罪（例如：病毒攻擊）隨時隨地都有可能發生，因此，必須有一種智能和全面的方法來保護手機和客戶資料。

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來電管家 + ST Protect

Cybercrime (e.g. virus attacks) can occur anytime and anywhere, so an intelligent and comprehensive way to protect smartphones and customers data is clearly required.

SmarTone is dedicated to keeping abreast of the latest global trends in cybercrime and cybersecurity sophistication. Yip states that one of SmarTone's most effective security apps is **ST Protect**, powered by the leading U.S.-based security expert and technology company Zimperium. **ST Protect** adopts the world's first AI-enabled mobile intrusion prevention system to protect individual smartphones from known and even unknown mobile threats.

Specifically, **ST Protect** alerts customers when an unsafe Wi-Fi connection or man-in-the-middle attack is detected, regardless of the customers' geographical locations. **ST Protect** likewise detects abnormal activities, including but not limited to malicious apps, viruses and malware, with patented behavioural analytics that ensure only permitted information can be accessed. Even when a smartphone is turned off, **ST Protect** can continuously run its behavioural engine to detect threats. To date, **ST Protect** has detected over 429,000 mobile threats since its launch.

### How SmarTone Tackles Telephone Deception

Besides cybercrime, telephone deception is also a warning issue that urgently needs to be addressed. Back in 2011, SmarTone observed that mobile users were overwhelmed by junk calls, so the company developed and introduced the world's first app, **Call Guard**, that blocks local and overseas junk calls at the mobile network. The app works with zero disturbance to customers, providing them with an innovative hassle-free service that blocks junk calls without accessing or saving customers' personal contact lists.

This feature is especially meaningful to mobile users when junk calls arrive via a long distance call. Blocking junk calls before they reach users' phones can help save customers from unnecessary long distance call fees. Users who download **Call Guard** also enjoy effective junk call blocking through an ever-expanding user-contributed database that is simple to set-up. Users can quickly and easily customize their junk call block list – even those without caller IDs – with a simple tap, and numbers reported to the database are verified to prevent false reporting and protect user rights. Since its launch, **Call Guard** has blocked over 150 million junk calls.

Many telephone scammers may target certain demographic groups, such as students and business community. Calls that target these groups may sound more realistic than general cold calls because scammers often use jargon and speech mannerisms familiar to their targeted groups. To tackle this, SmarTone educates its customers about the risks of cybercrime via social media (e.g. Facebook), and uses creative means such as viral videos to promote cybersecurity and raise awareness of telephone scams. For instance, a viral video about **Call Guard** imitates the image of Kung Fu Master Bruce Lee, showing that **Call Guard** is the Master

SmarTone一直關注全球網絡罪案和網絡安全的最新趨勢。葉小姐表示，**ST Protect** 是 SmarTone 最有效的安全軟件之一，由美國首屈一指的網絡保安及科技公司Zimperium支援。**ST Protect** 採用世界首個人工智能手機預防攻擊系統，能全面保護個人手機免受已知、甚至未知的網絡攻擊。

具體而言，無論客戶身處何地，一旦有不安全WiFi連接或中間人攻擊出現（Man-in-the-middle attack），**ST Protect** 會立即發出警告。**ST Protect** 採用專利的行為模式分析系統，能偵測異常的程式操作，包括但不限於惡意應用程式、病毒及惡意軟件，確保程式只存取許可的資訊。即使手機處於關機狀態，**ST Protect** 仍可以利用行為模式系統不斷進行威脅檢測。自推出以來，**ST Protect**已偵察超過42萬9千次手機威脅。

### SmarTone如何應對電話騙案

除了網絡罪案，電話騙案也是一個急需應對的棘手問題。早在2011年，SmarTone注意到流動電話用戶因滋擾電話而大受困擾，因此，SmarTone的**來電管家**應運而生，它是全球首個可於網絡層面阻截本地或海外滋擾來電的應用程式。此應用程式為客戶帶來了零滋擾和創新的服務，在不需要存取用戶個人通訊錄的情況下，無間斷為客戶阻截滋擾來電，讓客戶免受滋擾。

**來電管家**在用戶接聽長途電話的時候顯得尤其有用，因為阻截了海外滋擾電話，從而幫助客戶節省不必要的長途電話費用。使用**來電管家**的客戶，可以透過其由用戶不斷更新及擴大的滋擾來電資料庫，有效地阻截滋擾來電。只需輕鬆一鍵，用戶更可以快速簡單地自訂黑名單，即使是沒有來電顯示的電話都可以列入黑名單。所有被舉報的電話號碼，都會經過審核，防止誤報或保障其他用戶權益。自推出以來，已經阻截了超過1億5千萬個滋擾來電。

許多電話騙徒會針對某些目標群，例如：學生或商業社群。這些具針對性的詐騙電話通常比一般的硬銷電話聽起來更加真實，因為騙徒會使用目標群熟悉的術語和言語習慣。針對這個問題，SmarTone透過社交媒體（如：Facebook），警惕用戶網絡罪案，亦以具創意手法如網絡流行短片，提高用戶的網絡安全防範和電話詐騙意識。例如在關於**來電管家**的短片中，通過模仿功夫大師李小龍的形象，借喻**來電管家**是阻截滋擾來電的大師，讓客戶在免受滋擾來電的情況下，安心又放心。

### 設備連接網絡的風險

邁向5G時代，物聯網促進了物聯設備和應用程式的發展，幫助人們的生活更加智能化。人們在享受設備連接帶來無限的好處（例如：通過手機連接車輛、洗衣機、燈光設備和門鎖）的同時，也應該重視網絡安全。在5G帶來革命性改變之前，安

of blocking junk calls, enabling customers to use their mobile phones with a calm and peaceful mind without the disturbance of junk calls.

### Risks of Device Connectivity

Leaping forward to the era of 5G, the IoT fosters the development of connected devices and their applications to help us all live smarter. While these connections can be tremendously beneficial (e.g. connecting our phones to our car, washing machine, lights and doors), cybersecurity is something that cannot be taken lightly. Security measures must be – and already are being – implemented before the 5G revolution. With cyberattacks now an inevitable part of everyday life, it is crucial to not only curb these activities, but also leverage the latest technology to limit their impact.

### Concluding Remarks

Yip reiterates that even though the threats of telephone deception and cybercrime have been increasing, SmarTone remains wholeheartedly committed to protecting its customers' personal data and privacy. The company continues to invest in stringent new information security policies so that all of its customers have the protection they need and deserve for robust cybersecurity in the 5G era. ■■

全保障措施必定及必需開始實行。日常生活中無可避免受到網絡攻擊，我們不僅要抑制這些攻擊活動，更重要是利用最新科技減低網絡攻擊的影響。

### 小結

葉小姐重申，雖然電話騙案和網絡犯罪的威脅不斷上升，SmarTone一如既往承諾竭力保護客戶個人資料和私隱。此外，公司將繼續緊守嚴謹的新資料安全政策，在5G時代來臨時，確保為客戶提供所需之保障及享更安全可靠的網絡保安。 ■■