

eCitizen Bulletin

'Enhancing Digital Access to Government Services'

**The 2024/25 Financial Year in Review: Milestones, Momentum
& the Digital Future**



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Message from the Principal Secretary



As we close the 2024/2025 financial year and look ahead to the next, it is important to reaffirm the government’s commitment to delivering accessible, efficient, and citizen-focused services through the eCitizen platform. eCitizen serves as the official gateway for accessing all government services both at the national and county levels. Our priority remains clear; to ensure that every Ministry, Department, Agency (MDA), and County Government is fully onboarded and actively delivering services through the platform. This unified approach is central to streamlining service delivery, enhancing transparency, and improving efficiency for all Kenyans.

Looking ahead, our long-term vision is for eCitizen to evolve into a truly citizen-centric platform one that not only facilitates access, but also anticipates user needs, integrates seamlessly with digital ID and wallets, and enables cross-border service delivery. We intend to fully leverage the country’s existing infrastructure including over 1000 ICT hubs and also strengthen our partnerships with Huduma centers to bring services closer to the people and help bridge the digital divide.

To MDAs and County Governments that are yet to onboard, this is a clear call to action. Onboarding remains a top government priority and a key pillar of our national digital transformation agenda. We are fully committed to supporting this transition through digital readiness assessments, integration support, regular capacity-building, and close performance monitoring.

We also continue to engage collaboratively with key stakeholders to resolve outstanding integration challenges and ensure alignment with our digital service agenda. This collective effort is critical to realizing our shared vision of a responsive, inclusive, and future-ready public service.

Let us remember: eCitizen is not just a platform it is the digital face of government. It is how we build public trust, improve service delivery, and uphold the dignity of every citizen. As we usher in a new financial year, I call on all agencies to act with urgency, ambition, and a shared sense of purpose. The future of government is digital and that future begins now.

Dr. Belio R. Kipsang, CBS

Principal Secretary for Immigration and Citizen Services

Message from the Director General

The 2024/2025 financial year marked a period of strong progress and foundational transformation for the eCitizen platform. One of our key highlights was commemorating the directorates 1-year anniversary post relaunch, a milestone, that offered an opportunity to take stock of the journey so far, review service delivery, and assess revenue flows and system gaps. This process informed important reforms and strategic direction for the next decade.

We expanded our human capacity and invested in outreach and compliance across government institutions. Our international profile also grew significantly through active engagement with global partners such as ID4Africa, ESTDEV, and Amazon Web Services (AWS) partnerships that have helped us benchmark, scale, and secure the platform.

User growth remained strong, increasing from 13.2 million to 13.5 million registered users, enabled by the realization of the Unique Personal Identifier (UPI). With over 220,000 platform hits per day, we are seeing increasing demand for digital services, which has pushed us to improve both scale and quality. We also made strides in enhancing user experience through the development of a centralized back-office system, and the strengthening of the eCitizen Wallet, now supporting social protection programmes like Inua Jamii, offering beneficiaries greater convenience and secure disbursements. Additionally, the reengineering of services at the National Museums of Kenya (NMK) with a pilot rolled out in the coastal region demonstrated our ability to modernize even heritage-linked services.

Of course, this journey was not without challenges. Ground-level engagement was limited in some areas due to resource constraints and inconsistent internet connectivity, which affected outreach and onboarding activities. We also navigated legal and regulatory complexities, particularly in sectors such as education where litigation slowed integration efforts. In response, we adopted a collaborative, flexible approach offering technical support, capacity building, and engaging stakeholders constructively to mitigate delays and maintain momentum.

As we transition into the 2025/2026 financial year, our strategic focus is clear. We aim to achieve 100% onboarding of all MDAs and County Governments, ensuring that no citizen is left behind. We will deepen county integration, scale our training and support mechanisms, and optimize service delivery through ICT Hubs and Huduma Centres across the country.

Our long-term goal is to position eCitizen as the single source of truth and gateway to all government services in Kenya a platform that reflects the values of transparency, reliability, and dignity in public service. As we move forward, we do so with urgency, clarity of purpose, and an unwavering belief that digital government is not just the future it is the standard every Kenyan deserves today.

Amb. Isaac Ochieng, EBS, MBS, ‘ndc’(K)
Director General, eCitizen Directorate



Directorate’s Leadership Board

Powering growth: Reflections on User and Revenue Growth

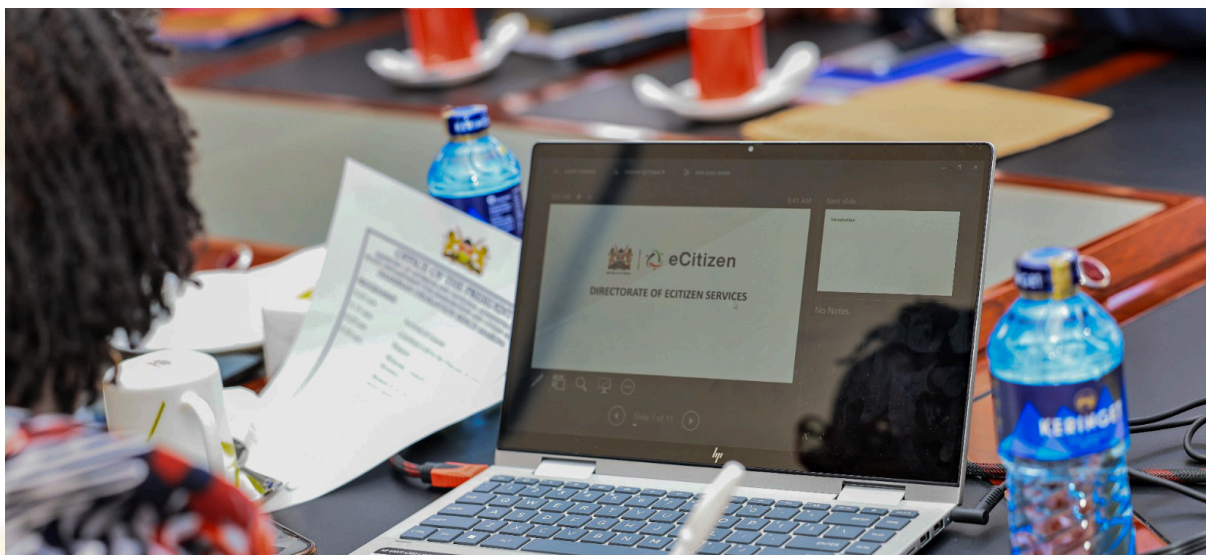
The 2024/2025 financial year marked significant progress in both user adoption and revenue performance on the eCitizen platform. Registered users increased from 13.2 million to 13.5 million, a growth largely enabled by the successful rollout of the Unique Personal Identifier (UPI) a critical enabler for secure, seamless access to government services. This steady rise reflects increasing public trust in eCitizen as the primary digital gateway for accessing public services and underscores its pivotal role in Kenya’s digital transformation journey.

As we transition into the 2025/2026 financial year, our focus sharpens on reinforcing a citizen-centric digital ecosystem one that meets users where they are and ensures no one is left behind. Our aim is to expand grassroots engagement through targeted outreach campaigns in collaboration with the National Government Administration Officers (NGAO) and deepen our work with the National Registration Bureau (NRB) to align national ID issuance with automatic eCitizen onboarding. Together, these efforts form the foundation for truly inclusive digital access at scale.

Looking ahead, our strategic priorities are centered around growth, inclusion, and sustainability. A key objective is to grow our user base to over 30 million active users a crucial step toward unlocking the full financial potential of the platform. This growth will be driven by deeper integration with county governments and ensuring that all Ministries, Departments, and Agencies (MDAs) are fully onboarded and operating within the authorized, unified digital payment framework.

To support this scale-up, we are strengthening internal systems enhancing institutional capacity, modernizing user support mechanisms, and embedding more intuitive and user-friendly design features. Aligned with the momentum of the government’s Digital Superhighway, we are working to build a truly citizen-first digital government; one that is accessible, transparent, efficient, and built to serve every Kenyan with dignity, reliability, and ease.

Mr. Daniel Muga
Section Lead, Quality Assurance and Compliance



Seamless by Design: The Journey to a Fully Onboarded Government

The 2024/2025 financial year marked a pivotal chapter in Kenya’s digital transformation, particularly in the onboarding of government services onto the eCitizen platform. Of the nearly 25,000 services identified for integration, over 21,000 have been fully onboarded, with several others at advanced stages of partial onboarding. As onboarding efforts continue across remaining services, the drive toward a fully unified digital government platform is gaining even greater traction.

To date, more than 600 Ministries, Departments, and Agencies (MDAs) have been engaged in this national digital effort. As we transition into the 2025/2026 financial year, our strategic focus is set to broaden, targeting the onboarding of county governments, public schools, and TVET institutions. This next phase will move us closer to end-to-end service integration across all levels of government. To support this ambition, a structured programme of capacity-building forums and technical workshops will be rolled out equipping institutions with the tools, training, and technical readiness needed to sustain meaningful digital transformation.

Among this year’s defining milestones is the near-complete integration of national government services, a testament to inter-agency collaboration and policy alignment. This progress has been complemented by significant investments in customer support infrastructure, ensuring that growing demand is matched by responsive and user-centric service delivery.

Deliberate efforts were also made to address onboarding gaps. Through focused technical support and strategic engagement, MDAs have been guided in aligning their back-end systems with the eCitizen architecture. In agencies operating with legacy systems, phased integration models were deployed to ensure uninterrupted service delivery while upgrading digital infrastructure.

Looking ahead, our commitment is resolute: to complete the onboarding of all public institutions, expand equitable digital access to every citizen, and entrench eCitizen as the single, unified gateway to government services in Kenya secure, inclusive, and future-ready.

Mr. Edwin Sutter

Section Lead, Digital Services

Securing Kenya’s Digital Future with eCitizen

The 2024/2025 financial year saw the eCitizen Directorate make significant progress in strengthening the platform’s cybersecurity and digital resilience. While specific technical measures must remain confidential, key enhancements were rolled out to ensure platform reliability, protect citizen data, and maintain uninterrupted access amid rising usage.

Strengthened internal controls and closer coordination with national cybersecurity stakeholders enabled faster detection and mitigation of risks. This multi-agency approach has bolstered our capacity to anticipate and respond to evolving digital threats, reinforcing trust in government digital services.

To align with the Data Protection Act, the Directorate conducted several Data Protection Impact Assessments (DPIAs), embedding privacy-by-design principles into new services and improving safeguards around user data.

Looking ahead to FY 2025/2026, the focus shifts to building innovation-driven resilience. Intelligent automation will be deployed within user support systems to manage inquiries more efficiently and enhanced service quality Infrastructure upgrades will also be undertaken to ensure consistent performance during high-demand periods.



To institutionalize best practices, the Directorate is pursuing ISO 27001 and ISO 27701 certifications demonstrating a long-term commitment to secure, compliant, and transparent service delivery. Further, eCitizen is contributing to national frameworks such as the Government Enterprise Architecture (GEA) and Government Interoperability Framework (GIF), promoting secure data exchange and seamless integration across public institutions.

Our strategic vision is clear; to create a secure, citizen-centric digital ecosystem that is robust, responsive, and aligned with Kenya’s digital transformation goals.

Lt Col Fidel Munywoki
Section Lead ~ information security

Embedding AI in eCitizen’s Digital Strategy

One of the most impactful policy shifts this year has been the integration of Artificial Intelligence into public service delivery, aligning both with national priorities and emerging global standards. The launch of the Kenya National AI Strategy (2025–2030) positioned the country prominently on the global digital transformation map. This forward-looking strategy outlines a bold vision and roadmap for fostering a data-driven, responsible AI ecosystem that encourages innovation, research, and investment in AI-ready infrastructure and applications.

At the core of this shift is a commitment to ensuring that AI solutions address real-world needs and enhance societal well-being. The eCitizen Directorate has taken a leadership role in actualizing this vision through its strategic partnership with the GIZ Digital Transformation Centre in Nairobi. Together, we spearheaded the development and rollout of an AI-powered multilingual conversational chatbot a transformative tool designed to bridge the information access gap between citizens and public institutions.

This innovation supports the national AI strategy’s call for whole-of-society collaboration, uniting public institutions, private sector actors, and development partners under a shared mission of responsible digital transformation. More importantly, it aligns with eCitizen’s broader commitment to citizen-centric design reducing information asymmetry, enhancing service accessibility, and building greater public trust in government systems.

By embedding responsible AI into the eCitizen service experience, we are not only expanding access we are redefining how digital policy can deliver real value to everyday Kenyans.

Mr. Peter Kimaile
Section Lead ICT/Coordination

Data Protection at the Heart of eCitizen

In the 2024/2025 financial year, the eCitizen Directorate made notable progress in strengthening the platform’s data protection framework to ensure compliance, transparency, and trust. A key milestone was the completion of a comprehensive Data Protection Impact Assessment (DPIA) aimed at identifying and mitigating risks associated with the processing of personal data across digital identity systems, payment platforms, and integrated services. Following formal feedback from the Office of the Data Protection Commissioner (ODPC), in accordance with Section 31 of the Data Protection Act and Regulation 49 of the General Regulations, the DPIA was revised to address important compliance areas. These included setting clear data retention schedules, establishing robust consent documentation and withdrawal mechanisms, reviewing third-party processing agreements, and strengthening the legal justification for processing sensitive data.

To further operationalize the rights granted under the Data Protection Act, the Directorate developed a set of standardized forms that empower citizens with greater control over their personal data. These include a consent form for informed and voluntary data collection, a consent withdrawal form to allow individuals to revoke previously given consent, an access request form for reviewing personal data, and a complaint form to report suspected misuse or violations. These tools have been embedded into internal processes and are currently being digitized to improve accessibility, responsiveness, and transparency.

Looking ahead, the Directorate is focused on deepening internal awareness through staff training, digitizing consent and access workflows, strengthening inter-agency collaboration across MDAs, and embedding privacy-by-design principles in every new service rollout. As digital government services continue to scale, data protection remains at the heart of our commitment to delivering a secure, citizen-centric platform. Our goal is clear: to ensure that eCitizen not only meets regulatory standards, but also remains a trusted and transparent digital gateway for all Kenyans.

Mr. Osman Ido
Section Lead, ICT/ Data Protection



Building eCitizen Through Listening, Learning, and Action

In the 2024/2025 financial year, the eCitizen Communications team placed strong emphasis on listening to citizens not just hearing their concerns, but translating them into action. Through continuous monitoring of feedback across social media platforms, helpdesk interactions, and direct user correspondence, the Directorate has built a more responsive and citizen-informed communication ecosystem.

Recurring themes from user feedback include a demand for faster issue resolution, clearer guidance around payment and registration processes, and improved support for users with special circumstances such as lost credentials or foreign ID documentation. In response, the communications team worked closely with technical units to streamline messaging, simplify key service instructions, and clarify frequently misunderstood processes. This included the rollout of updated FAQs, step-by-step explainer content, and targeted public information campaigns.

Progressively, the Directorate is deepening its investment in proactive communication and two-way engagement ranging from real-time responsiveness on social channels to strengthened coordination with service centre teams. The goal is not only to inform, but also to listen actively and continuously improve the user experience across the board.

By grounding our communications in real-time feedback, we are building a platform that reflects not just the services of government but the voice and expectations of the people it serves.

Ms. Mercy Muthuri
Section Lead, Communications



Highlights of the Year

eCitizen 1-Year Anniversary ~ The platform marked one year since its relaunch under the unified government service model. This anniversary served as a moment of reflection and review tracking progress in service delivery, revenue performance, user growth, and system enhancements.



Expansion of Human Capacity ~ To meet the growing demands of platform users, the Directorate significantly expanded its technical, operational, and customer support teams strengthening its ability to deliver reliable and responsive services nationwide.



Strategic International Engagements ~ eCitizen deepened its global footprint through high-level partnerships and benchmarking with key institutions, including ID4Africa and ESTDEV. These engagements facilitated knowledge exchange and positioned Kenya as a leader in digital governance in Africa.



Capacity Building and Outreach Initiatives ~ The year also saw targeted capacity-building efforts across Ministries, Departments, and Agencies (MDAs), as well as public engagement campaigns such as the national greening through Jaza Miti APP which not only promoted environmental responsibility but also served as a platform to drive digital awareness at the grassroots.



Featured Story

Frontline Support: The eCitizen Contact Centre in Action

As digital government becomes the norm, the eCitizen Service Centre has emerged as the critical human interface supporting thousands of Kenyans on their journey to accessing public services. Serving between 70 to 100 users daily, the Centre has proven essential in resolving everyday challenges and ensuring no citizen is left behind in the country’s digital transformation.

Over the 2024/2025 financial year, the Centre handled a wide range of user queries with professionalism, empathy, and efficiency. Among the most common were account recovery requests, particularly linked to eCitizen’s Single Sign-On (SSO) system. Many users had lost access due to inactive phone numbers, prompting the team to guide them through verification processes, password resets, and secure reactivation of their accounts. This personalized support ensured continued access to critical services.

The Centre also played a pivotal role in assisting with account registration not only for Kenyan citizens, but also for refugees, foreign nationals, and aliens. Staff ensured that credentials were correctly matched with IPRS data before account creation, safeguarding both system integrity and user access.

ID validation challenges remained a frequent concern, especially when a user's ID could not be verified during registration. In such instances, the Service Centre worked closely with the Integrated Population Registration System (IPRS) and relevant agencies to resolve these issues, demonstrating the value of cross-agency collaboration.

Another recurring issue involved unreflected Mpesa payments for services like passport applications or certificates of good conduct. Officers responded by manually reconciling transactions through the backend system, ensuring that most payments reflected within minutes minimizing service interruptions and user frustration.

In addition, the Centre managed follow-ups for payments made via Real-Time Gross Settlement (RTGS) or direct cash deposits. Officers verified reference numbers and worked with banks or the National Treasury to resolve delays and confirm successful allocation of funds. Where users had submitted incomplete or incorrect payment references, the Centre advised on rectifying SWIFT advice through banking channels to enable proper settlement.

Beyond troubleshooting, the Service Centre has evolved into a learning engine its frontline insights informing platform improvements, interface upgrades, and broader user experience enhancements. It is both a bridge and a buffer, resolving pain points while advocating for a more seamless, inclusive digital journey.

Looking forward, the Directorate plans to expand the Centre’s capacity, digitize routine processes, and integrate AI-powered tools to handle repetitive queries more efficiently.

In an increasingly automated ecosystem, the eCitizen Service Centre remains a vital symbol of responsive, people-first digital governance where every voice matter, every issue is heard, and every citizen is served with dignity.



Spotlight: Strategic Projects

Kenya Wildlife Service (KWS)



The Kenya Wildlife Service (KWS) continues to distinguish itself as a frontrunner in public sector innovation through its integration with the eCitizen platform. By digitizing access to Kenya’s national parks and reserves, KWS is streamlining entry processes, improving transparency, and enriching the experience for both local and international visitors. Recognizing the diverse needs of its users, KWS is actively working to simplify the digital booking journey particularly for foreign tourists by enhancing user navigation, simplifying instructions, and expanding payment options. These improvements aim to ensure that accessing Kenya’s iconic parks, such as Maasai Mara, Amboseli, Tsavo, and Nairobi National Park, is intuitive and hassle-free for all.

The agency’s digital transformation goes beyond ticketing. Plans are underway to expand online services to include camping reservations, research permits, and other specialized offerings. These advancements reinforce KWS’s commitment to modern, citizen-centric service delivery that aligns with Kenya’s broader digital government agenda. By merging conservation with innovation, KWS is redefining how people connect with wildlife making the process faster, more secure, and accessible from anywhere in the world. Through technology, Kenya’s natural heritage becomes not just a destination, but a digitally enabled experience built on efficiency, accountability, and sustainability.

Coordinator
Mr. Edwin Sutter

Social Protection through Inua Jamii Initiative

In the 2024/2025 financial year, a bold and transformative step was taken to make social protection more accessible to the people who need it most. Through a strategic partnership between the Directorate of eCitizen Services and the Inua Jamii Programme, cash transfers began flowing directly through the eCitizen platform, enabling beneficiaries to receive their monthly stipends via M-Pesa eliminating the need for long bank queues or costly travel.

Launched as a pilot in Murang’a and Marsabit in November 2024, the initiative quickly scaled into a nationwide rollout by January 2025. Since then, the platform has helped over 1.5 million Kenyans access the support they depend on safely, quickly, and with dignity.

A key milestone was reached this quarter: more than 1.4 million beneficiaries successfully cashed out their payments using USSD code *222#. Behind those numbers are real lives mothers feeding their children, elders accessing healthcare, and vulnerable families meeting basic needs because a system worked as it should.

This achievement has been made possible by the dedication of developers, valuable user feedback, and the visionary leadership of Director General Amb. Isaac Ochieng’, whose steadfast commitment to citizen-first service delivery helped turn this vision into reality.

The digitization of Inua Jamii is not just a story of technology it’s a story of dignity. It stands as a powerful example of how innovation, when guided by compassion and accountability, can transform government service into a tool for empowerment.

Coordinators

Ms. Spinicah Makori & Ms. Jackie Mungai.



National Museums of Kenya

In the 2024/2025 financial year, the National Museums of Kenya (NMK) made a bold stride toward modernizing cultural service delivery through the re-engineering of its ticketing and revenue systems via the eCitizen platform. Through nmkpay.ecitizen.go.ke, both local and international visitors can now seamlessly book tickets, make payments, and access services tied to Kenya’s most iconic heritage sites.

This integration streamlines the visitor experience while enhancing transparency, accountability, and operational efficiency across NMK-managed institutions. Among the flagship sites already digitized are the Nairobi National Museum, the Gedi National Monument & and Fort Jesus in Mombasa. Other sites include the Karen Blixen Museum, renowned for its literary legacy, and the Malindi Museum, showcasing coastal Swahili culture and maritime history.

The system re-engineering effort reflects NMK’s commitment to aligning cultural preservation with national digital transformation goals. By modernizing service access and revenue management, NMK is reshaping how citizens and tourists connect with history securely, conveniently, and with renewed civic pride.

Looking ahead, NMK plans to extend this digital model across all its museums and monuments, setting a new standard for accessible, technology-driven heritage engagement in Kenya.

Coordinators

Mr. Maxwell Barno & Mr. Julius Chacha



Uwezo Fund

In the 2024/2025 financial year, the Uwezo Fund deepened its integration with the eCitizen platform, marking a significant step in making youth and women empowerment services more accessible, transparent, and efficient. This enhanced presence enables applicants to seamlessly register, apply for funding, and track the status of their applications online eliminating the need for in-person visits and reducing barriers for rural and underserved communities.

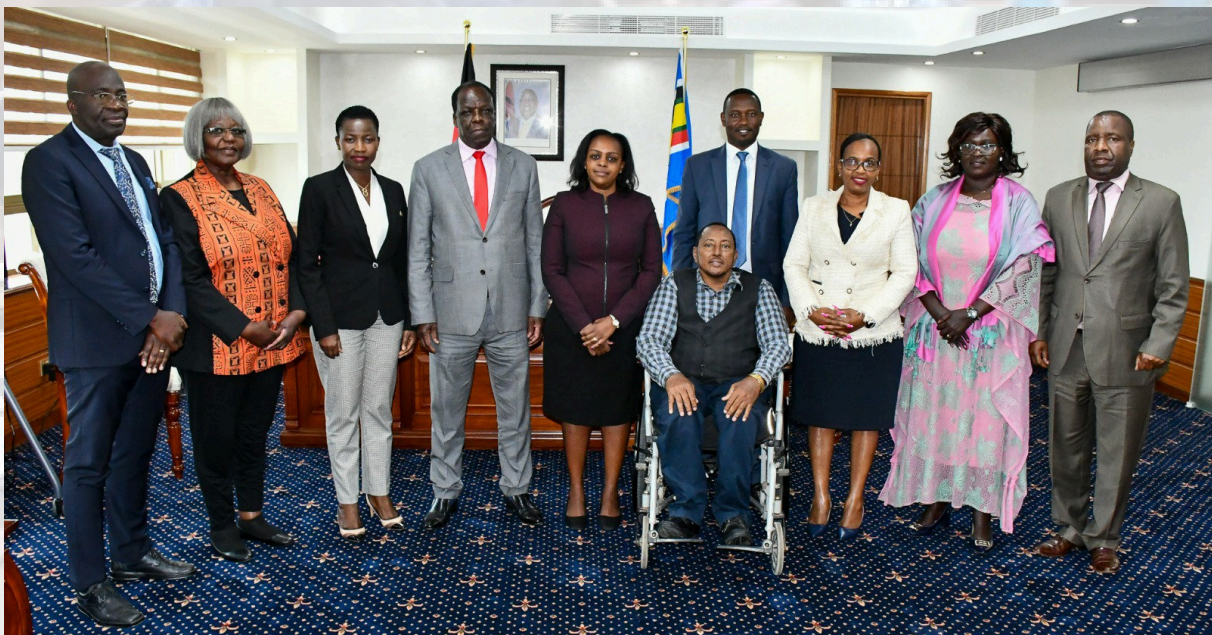
The shift is part of a broader effort to digitize government-backed financing and align with the national vision for unified, citizen-centric service delivery. With over 70,000 youth and women groups having benefited from the Fund since inception, this digital expansion is expected to accelerate uptake, streamline workflows, and ensure more equitable access to financial support across all 47 counties.

Beyond improving operational efficiency, the integration brings greater transparency to the loan process and strengthens data-driven planning and accountability. It also reflects eCitizen’s growing role as a platform of opportunity connecting Kenyans not just to services, but to economic empowerment.

As the Uwezo Fund continues to scale digitally, collaboration with partners and targeted digital literacy initiatives will be key to ensuring that beneficiaries are equipped to take full advantage of the tools now at their fingertips. Ultimately, this is more than a technological upgrade it’s a powerful commitment to inclusion, opportunity, and digitally enabled progress for all.

Coordinator

Mr. Maxwell Barno



Kenya Medical Training College and Kenyatta National Hospital

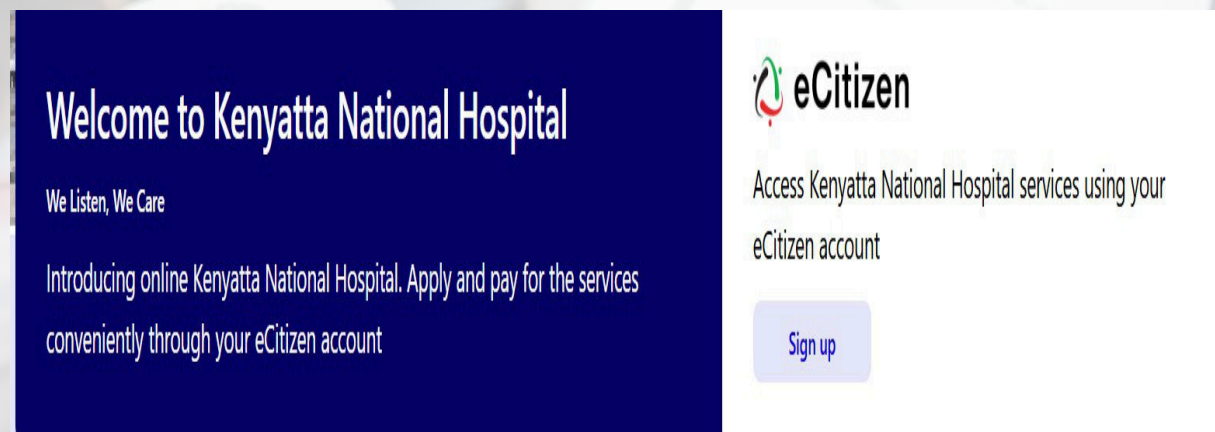
In the 2024/2025 financial year, the health sector emerged as a key driver of digital revenue growth on the eCitizen platform, with the Kenya Medical Training College (KMTc) and Kenyatta National Hospital (KNH) making significant strides in service digitization and financial accountability.

KMTc maintained a strong digital performance by expanding its range of online services. Students across Kenya were able to pay tuition fees, apply for short courses, and complete admission processes through the platform eliminating the need for manual paperwork and reducing queues at campus offices. This not only enhanced service convenience for over 70 campuses nationwide but also boosted revenue visibility and transaction traceability. Kenyatta National Hospital, the country’s premier referral facility, onboarded a suite of revenue-generating services, including appointment bookings, lab test requests, and retrieval of medical reports. By digitizing these essential services, KNH improved operational efficiency, reduced turnaround times, and enhanced transparency in fee collection. The integration with eCitizen also allowed patients and their caregivers to access hospital services more easily, particularly through mobile-friendly channels.

Together, KMTc and KNH showcase how digital transformation in the public health sector can directly translate into stronger revenue performance, streamlined service delivery, and better user experiences. Their success sets a benchmark for other health institutions to follow as Kenya advances toward a fully digitized, citizen-first model of public service.

Coordinator

Mr. Alfred Ngala



Training & Capacity Building

eCitizen Leverages AI to Enhance Customer Service Experience

The Directorate of eCitizen Services, in partnership with Think Innovators, GIZ, and ECS Africa, convened a high-level technical workshop from 19th to 20th June 2025 to explore the role of artificial intelligence in enhancing access to government services.

Held under the theme “Transforming Citizen Access to Government Services Through Intelligent Conversation,” the session brought together public sector leaders, developers, and digital innovators to chart a path toward more intelligent, accessible, and inclusive service delivery.

At the centre of discussions was the development of a multilingual, AI-powered chatbot capable of providing real-time support to users navigating government services. The chatbot will incorporate Natural Language Processing (NLP) and support both Kiswahili and English, with functionality for both voice and text input ensuring inclusive access for diverse user groups.

The initiative is anchored in the GovStack Building Block approach, promoting scalability, interoperability, and reusability across government platforms. It also aligns with Kenya’s AI Code of Practice, reinforcing the government’s commitment to responsible innovation.

By leveraging AI to bridge the gap between citizens and digital services, the eCitizen platform continues to set the pace for human-centred digital transformation in the public sector. The chatbot project marks a significant step in making service delivery more responsive, intuitive, and citizen-focused.



eCitizen Trains Mathari Hospital Staff on Platform Integration

The Directorate of eCitizen Services, in partnership with the Government Digital Payments (GDP) team from the National Treasury and Pesaflow, conducted a five-day training workshop for Mathari National Teaching and Referral Hospital (MNTRH) from 16th to 20th June 2025 at A&L Hotel in Machakos.

The training aimed to equip MNTRH staff with the skills and knowledge required for successful onboarding and use of the eCitizen platform. Sessions covered the platform’s mandate, security protocols, key stakeholders, and onboarding procedures. Participants also explored the Pesaflow system, including account setup, dashboard use, invoicing, and transaction tracking. GDP facilitated a comprehensive walkthrough of the settlement and reconciliation process.



Cybersecurity Tip of the Year

The eCitizen Operations Center (eCOC) is dedicated to safeguarding not only the eCitizen ecosystem but also all stakeholders and the general public at large. By doing this, it also provides you with the knowledge you need to protect yourself and the underlining digital assets. Cyber threats are constantly evolving, but so are we. This financial year 2024/2025, the eCOC team urges all stakeholders within the digital ecosystem to remain vigilant in identifying and responding to phishing related cyber threats:

Phishing:

This is a type of scam where cybercriminals trick you into revealing personal information, like passwords or credit card details, by pretending to be someone you trust. They often do this through fake emails, messages, or websites that look legitimate but are designed to steal your data.

1. Think Before You Click.

It only takes a moment of caution to avoid falling victim. If you receive an unexpected email, text, or message, pause before clicking on any links or downloading attachments. Cybercriminals have become increasingly sophisticated, and even the smallest mistake can lead to major disruptions.

2. Before clicking on any link or attachment, ask yourself: Was I expecting this?

When in doubt, report it. Our team is here to help you verify and stay protected.

Whether you're in the office, working remotely, or on the move, cybersecurity is a shared responsibility. With your vigilance and our expertise, we can safeguard our digital ecosystem.

Stay alert. Stay secure.

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