



Educating and Publicizing Domestic Privacy Protection

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Communicating Privacy Protection



❑ Legal compliance

- APEC Principle 2 - Notice

❑ Corporate policy

- Value of privacy protection – a key business success factor

❑ Consumer demands

- More demanding about their privacy protection
- Ways to report privacy violations



“Privacy protection has to be established as a core value that connects organizational culture with the best interests of consumers”

The Regulator's Perspective



December 1996

- **The ability to identify information needs in the community and satisfying those needs with effective communications programmes**
- **A user-friendly approach that avoids intimidating or alienating members of the community**

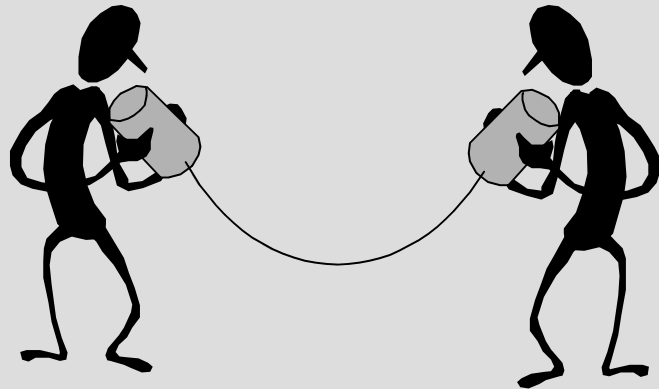
Communicating Privacy: Challenges



- **Over-communicated society – getting the message through**
- **Privacy is a complex phenomenon**
- **Limited budget in an expensive media environment**
- **Competition with other social causes for share of mind e.g. environment**
- **Managing community expectations**
- **Recognizing changes in culture, attitudes and behaviour**

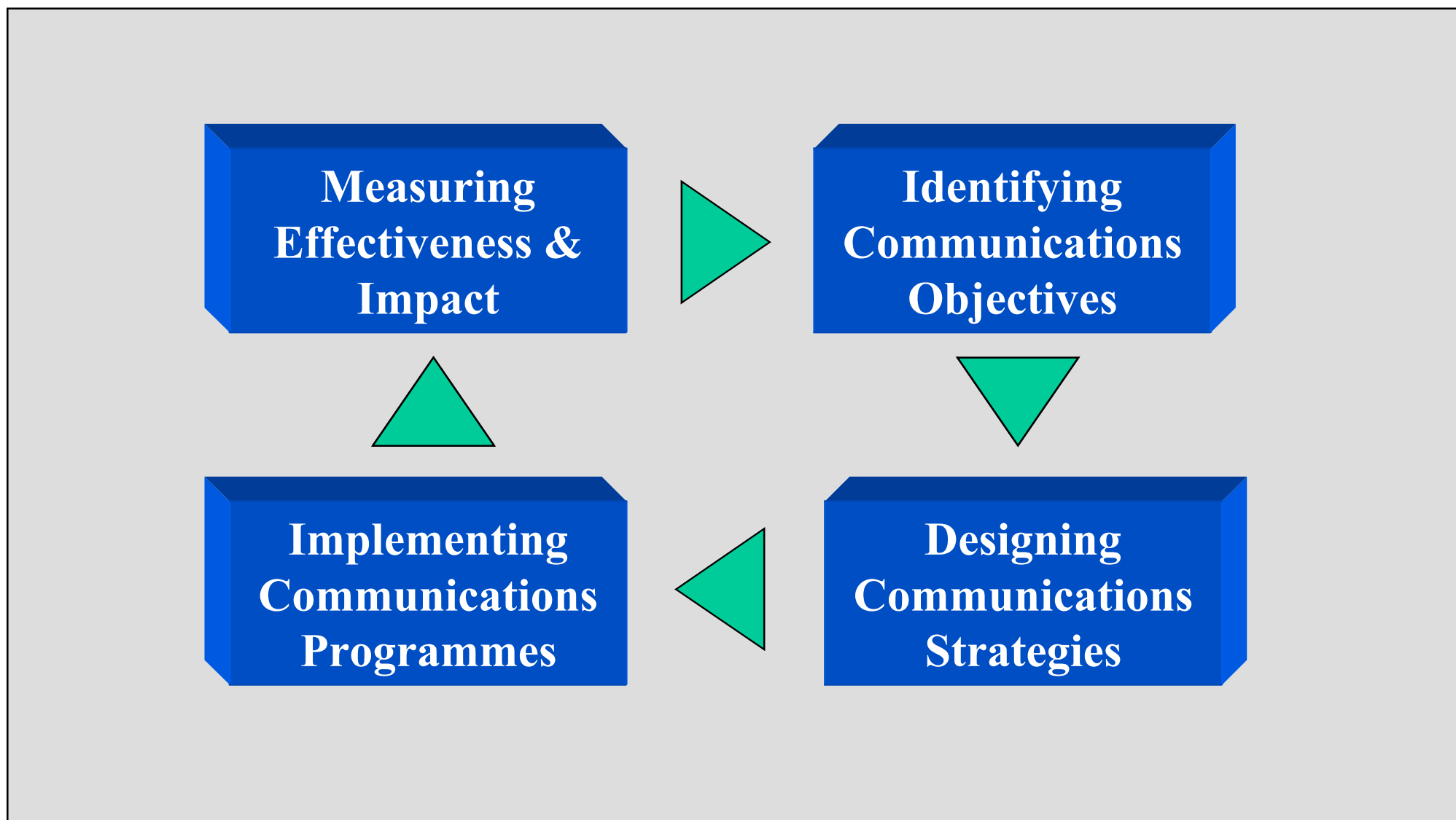


Communicating Privacy: Considerations



- **Target audience**
 - General community or specific groups?
- **Privacy education**
 - The depth of understanding
- **Privacy compliance**
 - The carrot or the stick?
- **Work transparency**
 - Complaint handling, enforcement, guidance and assistance
- **Evolutionary approach**
 - Building community awareness, changing community behaviour
 - Privacy protection as a social value, creating a privacy-aware culture

Communicating Privacy: Actions

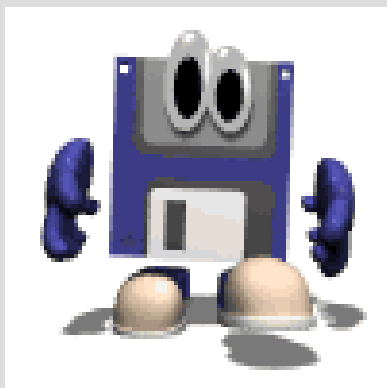


The Hong Kong Experience



Introductory Phase (1996 – 2001)

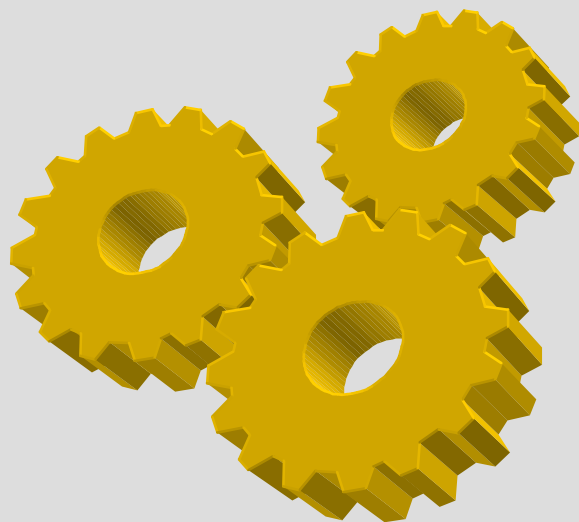
- To develop an understanding of privacy in the community



Consolidation Phase (2002 - Now)

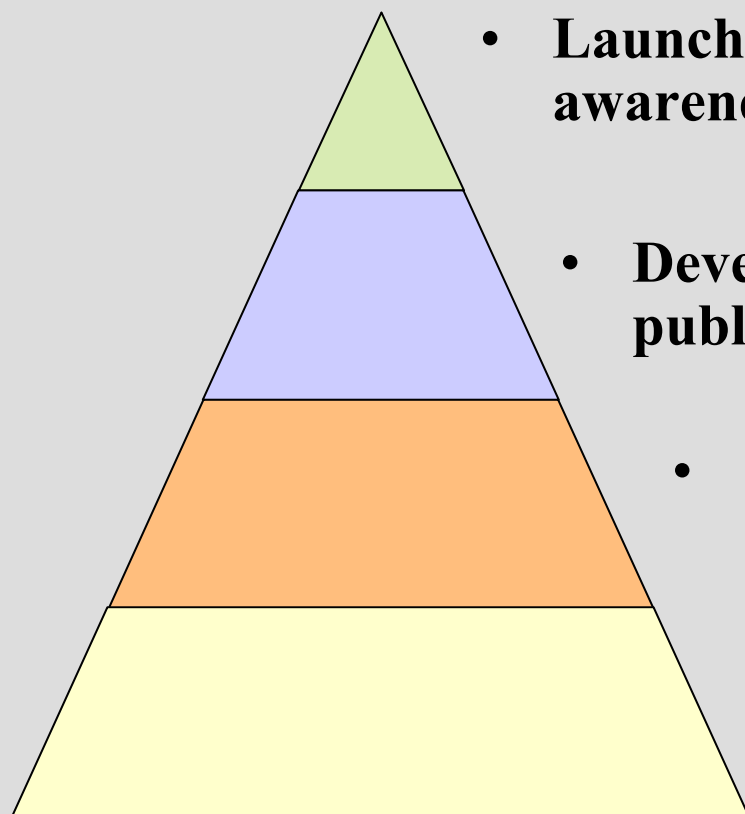
- To build a society in which members of the community respect the privacy of others

Introductory Phase: Objectives



- **To inform data subjects of their personal data privacy rights and how to protect them**
- **To inform data users of their obligations and how to remain compliant**
- **To make the PCO's existence and services known to the community**

Introductory Phase: Strategies



- **Launch communications campaigns to build public awareness and educate the community**
- **Develop strategic partnerships in the private and public sectors to encourage good privacy practices**
- **Publish news, updates and initiatives to gain exposure and establish presence**
- **Cultivate good relations with the media to get coverage of data privacy issues**

Introductory Phase: Programmes



**Launch Communications
Campaigns**

**Establish PCO
Website**

**TV and radio
API**

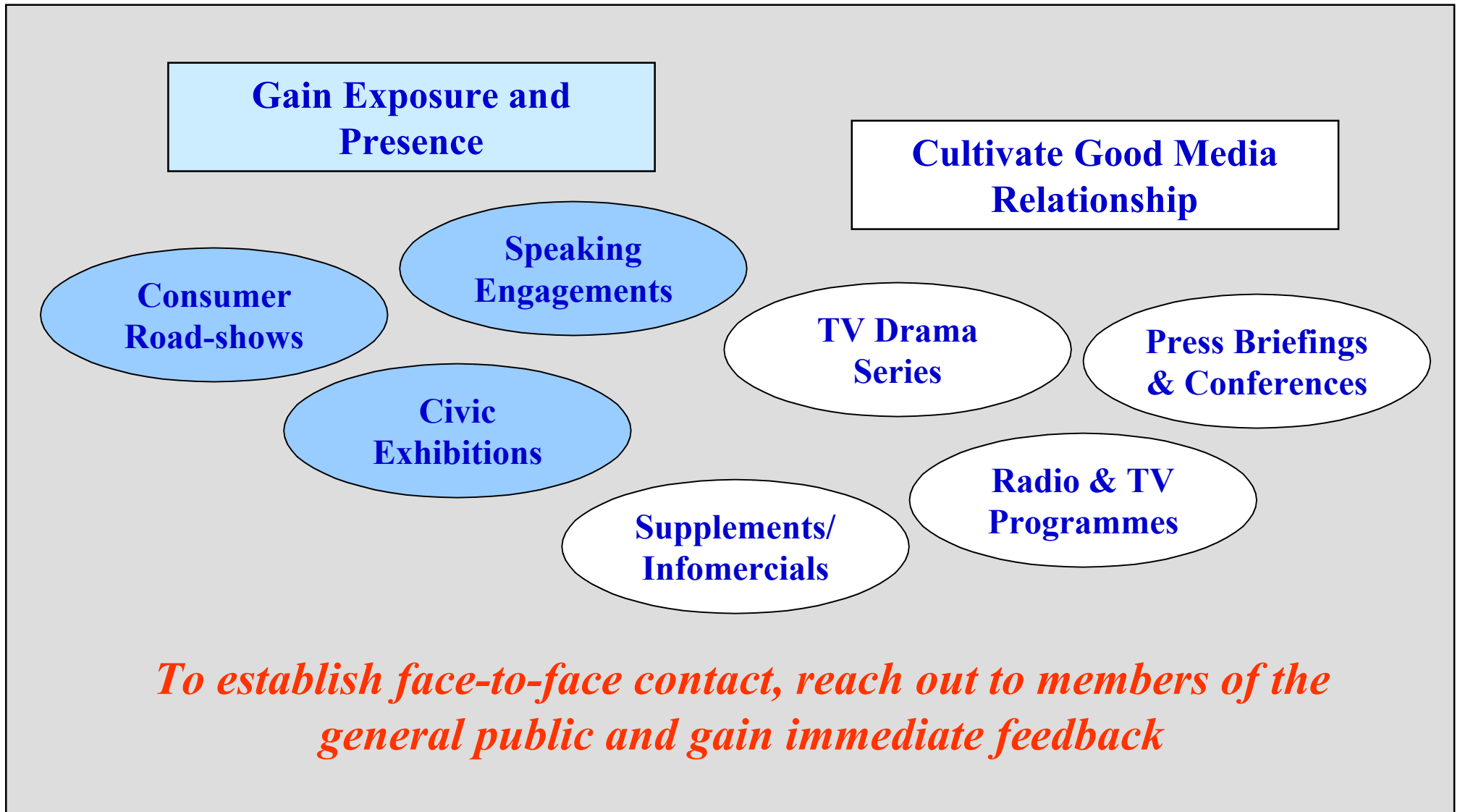
**Mass Media
Campaigns**

**Transport
Advertising**

**Posters on
Billboards**

*To publicize the concept of personal data privacy to the
community and create impact and awareness*

Introductory Phase: Programmes



Introductory Phase: Programmes



Develop Strategic Partnerships

Privacy Conferences

Industry-focus Seminars

Introductory Seminars

Privacy Workshops

Privacy Drama Shows

Web design Competition

Logo design competition

Codes of Practice

Privacy Guidelines

Compliance Toolkit

Guidance materials

Educational exhibition kits

Complaint Policy

PCO Newsletter

Training Videos

Privacy Networking



Data Protection Officers Club

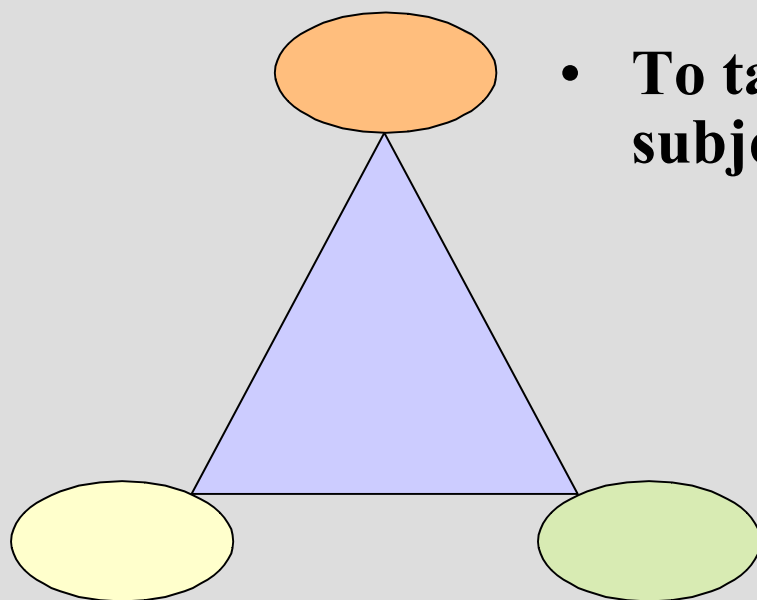
- Membership registration over 200
- A means of reaching out to data users through networking with those responsible for handling personal data



- Provides a channel for the PCO to
 - introduce new policy initiatives taken
 - expose members to contemporary issues in privacy
 - offer a forum to members for sharing experience and building competencies



Consolidation Phase: Objectives



- **To target specific groups of data subjects regarding their privacy rights**
- **To address industry or segment-specific data privacy issues**
- **To continue motivating data users to be compliant and communicate the benefits of being a privacy compliant organization**

Consolidation Phase: Strategies



- Continue to build public awareness and educate the community through multi-dimensional communications programmes

- Direct resources and communications efforts towards the younger generation



- Work with professional and business bodies to develop privacy compliant solutions to problematic issues

Privacy Drama Show at Community Centre



"Private Affairs"



Infotainment Programme for Primary Students

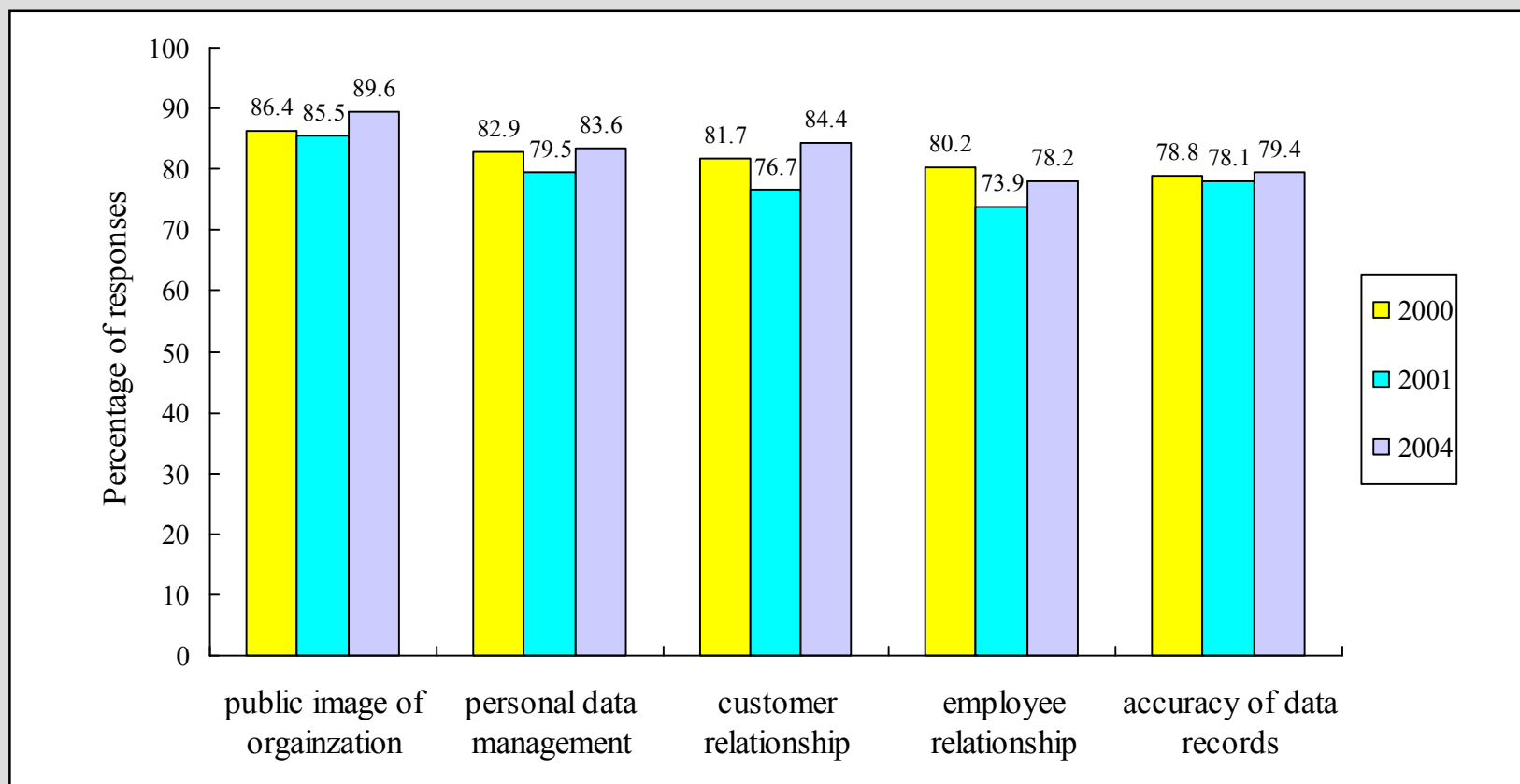



"Telling Me Your Secret"

Measuring Effectiveness & Impact



Annual Opinion Survey of Data Users





**"Where there is no privacy
there is no dignity"**

Thank You