

私隱關注運動 2011



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調查報告 Investigation Reports

公署在2011年6月20日發表了四份調查報告，涉及四間銀行(包括花旗銀行、富邦銀行、中國工商銀行(亞洲)，及永亨銀行)在收集及使用客戶個人資料方面違反《個人資料(私隱)條例》(下稱「條例」)。同時，公署亦發表了一份有關「稅務局沒有採取所有合理地切實可行的步驟確保一名納稅人的地址準確」的調查報告。

On 20 June 2011, the PCPD published four investigation reports on contravention of the Data Protection Principles ("DPPs") of the Personal Data (Privacy) Ordinance ("the Ordinance") related to collection and use of customers' personal data by four banks (Citibank, Fubon Bank, ICBC and Wing Hang Bank). In addition, the PCPD published an investigation report on "Inland Revenue Department Failed to Take All Reasonably Practicable Steps to Ensure the Accuracy of a Taxpayer's Address".

四間銀行違反條例的摘要 Summary of Contraventions of the Ordinance by Four Banks

銀行 Banks	不當之處 Wrongs	銀行的改善措施 / 公署的建議 Remedial Actions by the Banks / Recommendations by PCPD	條例相關規定 Relevant Provisions of the Ordinance
花旗銀行 Citibank 富邦銀行 Fubon Bank 中國工商銀行(亞洲) ICBC	《收集個人資料聲明》的條文以不合理地細小的字體印製。 The "Personal Information Collection Statement" ("PICS") was printed in unreasonably small prints.	銀行修訂《收集個人資料聲明》，以確保有關聲明的字體大小可讓擁有正常視力的人士易於細讀。 The Bank would amend the PICS to ensure that it is easily readable to individuals with normal eyesight.	保障資料第1(3)原則 Data Protection Principle 1(3)
花旗銀行 Citibank	於冬季傍晚時間的街頭推廣活動中收集投訴人的個人資料，投訴人在如此情況下難以仔細閱讀、考慮及理解申請文件所載的提示、聲明、條款及私隱政策。 Collection of the complainant's personal data took place in an on-street promotional activity in a winter evening, and it was difficult for the complainant to carefully read, consider and understand the cautionary note, declaration and terms in the application documents and the privacy policy statement.	公署建議銀行應盡可能因應推廣活動的實際情況向客戶提供適當及切實可行的支援服務，協助他們了解《收集個人資料聲明》的內容。 PCPD recommended that banks should provide appropriate and practicable assistance to their customers to help them understand the PICS, taking into account the circumstances of the promotional activity.	保障資料第1(3)原則 Data Protection Principle 1(3)
花旗銀行 Citibank 富邦銀行 Fubon Bank 中國工商銀行(亞洲) ICBC	《收集個人資料聲明》沒有清楚說明資料承讓人的類別。 The PICS did not specify the classes of transferees of personal data.	修訂《收集個人資料聲明》，清楚說明客戶的個人資料的承讓人的類別。 The Bank would amend the PICS to specify the classes of transferees of personal data.	保障資料第1(3)原則 Data Protection Principle 1(3)
花旗銀行 Citibank 富邦銀行 Fubon Bank 中國工商銀行(亞洲) ICBC	銀行向保險公司披露客戶的個人資料以換取金錢得益，並非屬其《收集個人資料聲明》內所述的個人資料的使用目的。 The disclosure of customers' personal data by the Bank to an insurance company for monetary gain was not within the purpose of use stated in the PICS.	銀行承諾在任何跨業直銷活動中與其商業夥伴分享現有客戶的個人資料，並從中得到金錢收益的話，銀行會就如此使用有關客戶的資料取得客戶的訂明同意。 The Bank undertook that in the event that the personal data of existing customers would be shared with any business partners under any joint marketing program for monetary gain, prior prescribed consent to such use must be obtained from the existing customers.	保障資料第3原則 Data Protection Principle 3
永亨銀行 Wing Hang Bank	銀行將投訴人的個人資料交予並非屬同集團的保險公司進行促銷活動，並非屬其《收集個人資料聲明》內所述的個人資料的使用目的。 Disclosure of the complainant's personal data to an insurance company not within the Bank's group for marketing purpose was outside the purpose of use stated in the PICS.	銀行已停止向非集團轄下的關連公司披露客戶的個人資料作促銷該等公司的產品或服務，除非事先得到有關客戶的訂明同意。 The Bank had ceased disclosing its existing customers' personal data to companies not within the Bank's group for marketing purpose unless prescribed consent has been obtained from customers.	保障資料第3原則 Data Protection Principle 3
中國工商銀行(亞洲) ICBC	銀行沒有依從投訴人的拒收直銷訊息要求，以致投訴人的個人資料被重複用作直接促銷。 The Bank failed to comply with the direct marketing opt-out request made by the complainant, causing the complainant's personal data being repeatedly used for direct marketing.	銀行承諾就處理客戶的拒絕接收直接促銷服務要求制定書面政策/指引，並採取所有合理地可行的步驟，例如適當培訓、指導及懲處，以確保有關職員遵守指引的規定。 The Bank undertook to formulate a written policy/guideline to ensure compliance with customers' direct marketing opt-out requests, and to take all reasonably practicable steps (such as appropriate training, guidance and disciplinary actions) to ensure that its staff would comply with the policy/guideline.	條例第34條 Section 34 of the Ordinance

上述調查報告可以在公署網站下載：

http://www.pcpd.org.hk/chinese/publications/invest_report.html

The investigation reports of the above cases can be downloaded from PCPD website:

http://www.pcpd.org.hk/english/publications/invest_report.html

專員的建議 The Commissioner's Recommendations

- 1** 企業能夠制定私隱策略，讓客戶知道收集他們資料的目的，尊重客戶對自己提供的資料的自決權。
Enterprises need to have a corporate-wide privacy strategy. They have to communicate to the customers the purpose of collection of their data and respect the customer's right of self-determination over the use of the data.
- 2** 銀行進行直接促銷活動時，雖然普遍符合法律的規定，但未能全部跟從指引建議的良好行事方式。
專員希望銀行能夠依從《收集及使用個人資料作直接促銷指引》(下稱「指引」)的建議，積極提供以客為本及提升私隱保障的方案，而不是單單符合現行條例的最低要求。他們能夠因而提升客戶的信任及忠心，是創造客戶及企業的雙贏的方案。
Whilst the banks generally meet the legal requirements in the collection and use of customers' data for direct marketing, they are less forthcoming in following the good privacy practices recommended in the Guidance Note.
The Commissioner hopes that the banks could take a more proactive customer-centric and privacy-friendly approach in heeding the recommendations of the "Guidance on the Collection and Use of Personal Data in Direct Marketing" ("the Guidance Note"), instead of getting complacent in meeting the minimum requirements under the existing Ordinance. In return, they should enjoy an enhanced customer trust and loyalty, thus creating a win-win for both the customers and themselves.
- 3** 中國工商銀行(亞洲)不當處理客戶的拒絕服務要求，凸顯香港的消費者面對行使條例第34條拒絕服務要求的困難，即：
(a) 他們只可在被直銷人員接觸後才拒絕服務；
(b) 他們須向每間直接促銷公司作出拒絕服務要求；及
(c) 他們須依賴直銷商執行其接收要求後的跟進安排。
為解決有關問題，公署一直建議設立拒收人對人促銷電話中央登記冊。專員期望政府會認真及迅速地落實此建議，加強規管以防止或減少個人資料被濫用作直接促銷用途。
The ICBC's case of mishandling the customer's opt-out request highlights the difficulties that consumers in Hong Kong face in opting out of direct marketing approaches under section 34 of the Ordinance, namely,
(a) they can only opt out after the approach has been made;
(b) they have to exercise the option against each and every direct marketing company after the approach has been made; and
(d) they have to rely on the direct marketers to honour their unsubscribe requests.
To address these problems, PCPD has been advocating the setting up of a central "Do-not-call" register for consumers to opt out of all unwanted person-to-person telemarketing calls at the outset. The Commissioner hopes that the Government will seriously and promptly pursue the proposal, in an effort to strengthen regulation to prevent or reduce misuse of personal data for direct marketing.
- 4** 中國工商銀行(亞洲)不恰當處理客戶拒收直銷訊息的要求，及稅務局未能確保納稅人通訊地址的準確性等違規行為，凸顯了既定的運作程序和指引本身並不能保證符合條例的規定，職員在工作時能齊心重視遵守條例是很重要的。希望企業能主動積極地建立以客為本、尊重私隱及保障資料的企業文化。管理層有責任通過有效溝通方法及適當的強化措施，向職員反覆灌輸此等價值。
The irregularities identified in the ICBC's mishandling of the customer's opt-out request and the IRD's failure to maintain accuracy of the tax-payer's correspondence address share one common feature. They underline the fact that standard operational procedures and guidelines alone will not guarantee compliance with the requirements under the Ordinance. It is important that the staff share work norms which emphasize such compliance. The Commissioner hopes that enterprises will be inspired to proactively build a corporate culture which embraces customer-centricity, privacy and data protection. It is incumbent upon the top management to take the lead to inculcate the staff with these values through effective communication and due reinforcement.



私隱專員蔣任宏(中)在2011年6月20日舉行記者會，發表了五份調查報告。

The Privacy Commissioner Mr. Allan Chiang (centre) held a press conference on 20 July 2011 to publish 5 investigation reports.





另外，公署亦主動對十間本地銀行的信用卡申請表開展循規查察行動，以確定是否依從公署發出的《收集及使用個人資料作直接促銷指引》。

Meanwhile, the PCPD has taken the initiative to undertake checks on the credit card application forms of 10 local banks selected to ascertain compliance with the "Guidance on the Collection and Use of Personal Data in Direct Marketing" published by the PCPD.

對10間經揀選的銀行進行循規查察的結果 Results of Compliance Checks on 10 Selected Banks

指引要求 / 建議 Guidance Note requirement / recommendation	整體情況 Overview
1. 有沒有以清楚字眼告知客戶，其資料的使用目的及資料承讓人的類別，令客戶可以合理地確定他們的資料會如何被使用及可使用該等資料的人士？ Are customers informed of the purpose of use of their data and the class of data transferees in clear terms so that customers could ascertain with a reasonable degree of certainty how their data could be used and who could use them?	大致符合指引所述的要求 Generally meet the requirements stipulated in the Guidance Note
2. 「收集個人資料聲明」的字體是否太細小？ Is the font size of the Personal Information Collection Statement ("PICS") too small?	一般可閱讀 Generally readable
3. 信用卡申請表或「收集個人資料聲明」中是否提供獨立選格，讓客戶行使其拒絕服務的權利，拒絕不相關產品/服務的直接促銷？ Is a separate check box provided in the credit card application form or PICS for customers to exercise their right to opt-out from direct marketing of unrelated products/services?	只有4間銀行依從指引的建議提供獨立選格 Only 4 banks followed the recommendation of the Guidance Note to provide a separate check box
4. 信用卡申請表或「收集個人資料聲明」中是否提供獨立選格，讓客戶拒絕銀行出售其個人資料予第三者，以獲取金錢收益？ Is a separate check box provided in the credit card application form or PICS for customers to opt-out from sales of his personal data to third parties for monetary gain?	所有銀行均沒有依從這項建議 All the banks did not follow this recommendation
5. 有沒有提供方便途徑，讓客戶查詢其個人資料的事宜？ Have convenient channels been provided to customers for enquiry of their personal data?	只有5間銀行提供熱線供客戶查詢其個人資料事宜，而其餘5間銀行只提供地址及傳真號碼 Only 5 banks provided hotlines for customers to enquire about their personal data, while the remaining 5 banks provided only an address and a fax number.

環聯資訊有限公司個人資料系統視察報告

個人資料私隱專員(下稱「專員」)蔣任宏在2011年3月15日發表一份報告(下稱「該報告」)，公布根據條例第36條視察(下稱「視察」)環聯資訊有限公司(下稱「環聯」)的個人資料系統的結果。

環聯是香港主要的信貸資料機構，保留共約430萬個人信貸記錄。個人信貸資料是非常敏感的個人資料，一旦處理不善，可能對個別人士造成嚴重不利影響，專員因此於2010年進行視察，以確定環聯個人資料系統的處理程序是否符合六項保障資料原則及《個人信貸資料實務守則》的建議。

視察結果顯示環聯在妥善處理個人信貸資料方面制定了全面及詳盡的政策、指引及程序，並無發現嚴重的資料保安問題。不過，有些地方仍有改善空間，專員就此向環聯提出20項建議，以增強環聯在資料收集、準確性、保留、保安及查閱，以及資訊科技保安審查等方面的控制。

Report on the Inspection of the Personal Data System of TransUnion Limited

On 15 March 2011, the Privacy Commissioner for Personal Data ("the Commissioner"), Mr. Allan Chiang published his report ("the Report") on the inspection ("the Inspection") of the personal data system of TransUnion Limited ("TransUnion") which was carried out under section 36 of the Ordinance.

TransUnion is a major credit reference agency in Hong Kong maintaining credit records of about 4.3 million individuals. Given the sensitive nature of consumers credit data and the serious adverse impact it may have on individual consumers if these data are mishandled, the Commissioner conducted the Inspection in 2010 to ascertain that the data processing cycle of the personal data system of TransUnion complies with the six Data Protection Principles and the Code of Practice on Consumer Credit Data.

The Inspection revealed that TransUnion has in place comprehensive and detailed policies, guidelines and procedures on the proper handling of consumer credit data, and no major data security issues were found. However, there was room for improvement and the Commissioner made 20 recommendations for TransUnion to enhance its system of control in the areas of data collection, accuracy, retention, security and access, as well as IT security audit.

該報告可以在公署的網站下載：

http://www.pcpd.org.hk/chinese/publications/files/R11_3803_c.pdf

The Report is available for download from the PCPD's website:

http://www.pcpd.org.hk/english/publications/files/R11_3803_e.pdf

定罪個案

Conviction Cases

2011年2月及3月，兩間公司被裁定違反《個人資料(私隱)條例》(下稱「條例」)第34(1)(ii)條。條例第34(1)(ii)條規定如個人選擇拒絕接受直接促銷活動，資料使用者必須停止再聯絡該人。

In February and March 2011, two companies were convicted of breaching section 34 (1)(ii) of the Personal Data (Privacy) Ordinance ("the Ordinance"), which requires data users to cease further contact with the individual if the individual chooses to opt-out from direct marketing activities.

個案 CASE 1

一間電話促銷公司承認違反條例第34(1)條，使用投訴人的個人資料(姓名及電話號碼)作直接促銷用途，於2011年2月9日被荃灣裁判

法院判罰款共\$5,000(每項傳票罰款\$2,500)。

在本個案中，投訴人曾要求該電話促銷公司不要為直接促銷目的而聯絡她。不過，縱使投訴人已提出拒絕服務要求，該電話促銷公司仍然繼續聯絡她。根據第34(1)(ii)條，資料使用者在個人作出拒絕服務要求時，應停止再聯絡該人。根據條例第64(10)條，違反條例第34條屬於犯罪。

A telemarketing company was found guilty to the charge under sections 34(1) of the Ordinance for using a complainant's personal data (name and telephone number) for direct marketing purpose, and was fined a total of \$5,000 (\$2,500 for each summons) on 9 February 2011 at Tsuen Wan Magistrates' Courts.

In this conviction case, the complainant had requested the telemarketing company not to contact her for the purpose of direct marketing. However, the telemarketing company continued to contact her despite her opt-out request. Under section 34(1)(ii), a data user should stop contacting the individual who has made an opt-out request. Contravention of section 34 of the Ordinance is an offence under section 64(10) of the Ordinance.



個案 CASE 2

一間美容公司(下稱「該公司」)於2011年3月24日被九龍城裁判法院裁定違反條例第34(1)(b)條，被判罰款\$1,000。投訴人自2009年6

月以來一直收到該公司的直接促銷電話。2010年3月中，投訴人以電話及親身向該公司提出拒絕服務要求。不過，縱使投訴人已提出拒絕服務要求，該公司仍然繼續向她發出促銷電話。經調查後，該公司被控違反條例第34條。條例第34條規定資料使用者在個人選擇拒絕再接收直銷訊息時，停止再聯絡該人。

A beauty salon company (the Company) was convicted of breaching section 34(1) (b) of the Ordinance and was fined \$1,000 on 24 March 2011 at Kowloon City Magistrates' Courts. The complainant had been receiving direct marketing telephone calls from the Company since June 2009. In mid March 2010, the complainant made opt-out requests to the Company over the phone and in person. However, the Company continued to make marketing calls to her despite her opt-out requests. After investigation, the Company was charged with an offence under section 34 of the Ordinance, which requires data users to cease contacting with the individual if the individual chooses to opt-out.

這兩宗個案可讓機構重新思考尊重客戶個人資料的重要性。機構不依從客戶的拒絕服務要求，可導致被定罪，因而影響機構的聲譽。

These are good lessons for organizations to rethink about the importance of respecting customers' personal data privacy. Failure to comply with customer's opt-out request may result in conviction, which, in return, may damage an organization's reputation.



「私隱關注運動2011」 Privacy Awareness Week 2011

2011年5月1日至7日，公署連續第五年與「亞太區私隱機構」成員攜手舉辦「私隱關注運動」。這是一年一度的國際推廣活動，目的是提高亞太區內的保障私隱意識。

From 1 to 7 May 2011, the fifth Privacy Awareness Week (PAW) was jointly held by the Office of the Privacy Commissioner for Personal Data (PCPD) and members of the Asia Pacific Privacy Authorities (APPA). PAW is an annual international event aimed at raising awareness of the importance of protecting privacy in Asia Pacific.



「校園私隱關注運動」學生大使計劃

在香港，「私隱關注運動2011」以「潮用互聯網 醒目保私隱」為題，通過一連串資訊性及互動的活動，向年輕一代灌輸個人資料私隱的訊息，並提醒及教導他們使用互聯網，特別是社交網站時，要小心保護自己和朋友的個人資料。當中，重點活動是「校園私隱關注運動」學生大使計劃，由年青人自己擔當推廣角色，向友儕傳達個人資料私隱的訊息。此計劃亦是為高中課程「其他學習經歷」而設計。在3至4月間的籌備階段，學生大使參與了公署為他們度身設計的課程，學習私隱權益、宣傳及製作技術(平面設計及短片製作等)。各學生大使在「私隱關注運動」2011舉行期間，發揮無比創意，以短片、話劇、校園廣播、宣傳海報、意見調查等不同形式，在校內向同學宣揚保護個人資料私隱。學生大使計劃相當成功，共吸引了超過700名來自31間中學的同學參加。另外，公署出版了「潮用互聯網 醒目保私隱」小冊子，提供上網(尤其是使用社交網站)及使用手提電話的保障個人資料貼士。

Privacy Protection Student Ambassador Programme

During PAW 2011 in Hong Kong, the PCPD disseminated messages relating to the protection of personal data privacy to young people through a series of informative and interactive activities. Young people were reminded to protect their personal data when engaging in online activities, especially while using social networking websites. The main activity was the Privacy Protection Student Ambassador Programme in which young people took up the role of promoting and conveying messages relating to the protection of personal data privacy to their peers. This Programme was also designed for the course of Other Learning Experience (OLE) under the New Senior Secondary curriculum. During the preparatory stage from March to April, the Student Ambassadors participated in courses organized by the PCPD, including seminars and workshops, to learn about privacy rights, promotion skills and production techniques (graphic design and short video production). During PAW 2011, the Student Ambassadors exercised their creativity and adopted various communication means, such as short videos, drama, broadcasts, posters and surveys, to publicize the notion of having to protect personal data privacy in their respective schools. The Programme was a success. Over 700 students from 31 secondary schools participated in the Programme. Moreover, a pamphlet was published to provide young people with tips on personal data protection on the Internet, especially when using social networking websites, as well as during the use of mobile phones.



小冊子可從公署的網址下載：

http://www.pcpd.org.hk/chinese/publications/files/PAW2011_leaflet.pdf

The pamphlet is available for downloading from the PCPD's website:

http://www.pcpd.org.hk/chinese/publications/files/PAW2011_leaflet.pdf



「社交網絡與私隱」網上意見調查/ 動畫短片

今年參與「私隱關注運動」的國家及地區包括澳洲、加拿大、香港、墨西哥、新西蘭及韓國。公署與各成員聯合進行一項關於公眾對社交網絡與私隱的網上意見調查，藉此探討市民使用社交網絡的經驗，例如如何使用社交網站，有沒有採取網上保安措施等，意見調查第二部份更提供使用社交網站保障私隱的貼士(見本通訊第9頁)。這項網上意見調查由5月1日至31日進行，調查結果將於稍後公布。

此外，公署與各成員又聯合製作了一套動畫短片，提醒大家在社交網站上載個人資料要謹慎。該短片已上載於「私隱關注運動」網站(www.privacyawarenessweek.org)。

Online Survey of “Social Media and Privacy” / Animation

Members of the APPA participating in the event this year included Australia, Canada, Hong Kong, Mexico, New Zealand and South Korea. The PCPD undertook an online survey in conjunction with members of the APPA on the general public's experience with privacy and social networking, e.g. how they used social networking websites; whether they adopted online security measures, etc. The second part of the survey provided some privacy protection tips for social networking users (See page 9 of this newsletter). The survey was conducted from 1 to 31 May and the result will be announced later.

Moreover, the PCPD and members of the APPA had jointly produced an animation to remind people to be careful when uploading personal data to social networking websites. The animation is available at the PAW website (www.privacyawarenessweek.org).



在2011年3月至4月期間，公署分別邀請了香港高登討論區行政總裁林祖舜先生(01)、著名演員麥長青先生(02)、著名導演李力持先生(03)及專業平面設計師鄧美心小姐(04)，指導同學如何製作展覽/壁報/宣傳單張設計及短片。

Between March and April 2011, the PCPD invited Mr. Joe Lam, CEO of HKGolden Forum (01); Mr. Mak Cheung Ching, a renowned artiste (02); Mr. Lee Lik Chee, a famous film director (03); and Ms. Maxim Tang, a professional graphic designer (04) to teach students how to set up exhibition and notice board displays, design promotional leaflets and make short videos.



「校園私隱關注運動」學生大使進行校內推廣活動剪影。

Snapshots of promotional activities organized by Privacy Protection Student Ambassadors.

參與「校園私隱關注運動」學生大使計劃的學校名單可於公署網頁瀏覽：
http://www.pcpd.org.hk/chinese/files/activities/PAW2011_school_list_c.pdf
 Names of participating schools of the Privacy Protection Student Ambassador Programme can be viewed at the PCPD's website:
http://www.pcpd.org.hk/english/files/activities/PAW2011_school_list_e.pdf



「私隱關注運動2011」開展儀式

「私隱關注運動2011」開展儀式在5月2日舉行。公署邀請了政制及內地事務局局長林瑞麟先生及青年事務委員會主席陳振彬先生擔任主禮嘉賓，為一連串的活動揭開序幕，同時主持「校園私隱關注運動」學生大使誓師大會，見證學生大使承諾在校內向其他同學宣揚保護個人資料私隱的訊息。

Inaugural Ceremony of PAW 2011

The inaugural ceremony of PAW 2011 was held on 2 May. The PCPD invited Mr. Stephen Lam, Secretary for Constitutional and Mainland Affairs; and Mr. Bunny Chan, Chairman of the Commission on Youth, as the officiating guests to launch the event and to preside over the oath-taking ceremony of Privacy Protection Student Ambassadors who pledged to publicize the notion of protecting personal data privacy in their respective schools.



(左起)：個人資料私隱專員蔣任宏、青年事務委員會主席陳振彬及政制及內地事務局局長林瑞麟主持「私隱關注運動2011」開展儀式。

(from left): Privacy Commissioner for Personal Data, Allan Chiang; Chairman of the Commission on Youth, Bunny Chan; and Secretary for Constitutional and Mainland Affairs, Stephen Lam, officiated at the inaugural ceremony of PAW 2011.



「校園私隱關注運動」學生大使誓師大會(後排左五起)署理個人資料私隱專員郭美玲、青年事務委員會主席陳振彬、個人資料(私隱)諮詢委員會成員夏淑玲、個人資料私隱專員蔣任宏、政制及內地事務局局長林瑞麟，及個人資料(私隱)諮詢委員會成員譚國翹，與學生大使代表合照。

(second row, fifth from left) Acting Deputy Privacy Commissioner for Personal Data, Brenda Kwok; Chairman of the Commission on Youth, Bunny Chan; Member of

Personal Data (Privacy) Advisory Committee, Shirley Ha; Privacy Commissioner for Personal Data, Allan Chiang; Secretary for Constitutional and Mainland Affairs, Stephen Lam; and Member of Personal Data (Privacy) Advisory Committee, Edwin Tam took photos with "Privacy Protection Student Ambassadors" at the inaugural ceremony of PAW 2011.



「校園私隱關注運動」學生大使現場表演話劇，場面輕鬆熱鬧。
Drama performance by Privacy Protection Student Ambassadors.

其他活動

除此之外，公署與香港青年協會合辦「青年會客室 - 私隱專員與年青人對話」，私隱專員與年青人分享在日常生活中如何保障個人資料。該對談即時在香港青年協會網站(www.u21.hk)直播。另外，又舉辦了兩場公開講座。第一場講座是為教師而設的「引導中學生善用互聯網 謹慎網上發放個人資料」，希望教師能引領學生善用互聯網，提升他們在進行網上活動時保護個人資料的意識。第二場講座是為市民而設的「守法又畀客 企業輕鬆保障個人資料」，教導企業如何保障客戶私隱，兩場講座合共吸引接近100人出席。

Other Activities

The PCPD ran a program with the Hong Kong Federation of Youth Group (HKFYG), "uChannel - A Dialogue between the Privacy Commissioner and the Young People" in which the Privacy Commissioner shared with young people his thoughts on how to protect personal data in their daily lives. The program was broadcast live on HKFYG's website. The PCPD also organized two public seminars which attracted about 100 attendees. The first one, "How to Guide Students on the Proper Use of the Internet", was designed for teachers to help raise their students' awareness of the need to protect personal data when carrying out online activities. The second seminar, "How can Business Corporations Protect Personal Data", was targeted at business executives.



私隱專員在「青年會客室」上與年青人分享在日常生活中如何保障個人資料。
The Privacy Commissioner shared with young people his thoughts on how to protect personal data in their daily lives.



亞太區私隱機構成員提供的安全使用社交網站貼士： Asia Pacific Privacy Authorities tips for safe social networking:

- (1) 細閱社交網站的私隱政策，了解它會如何處理你的個人資料
Know the privacy policy and settings of the social networking sites you use
- (2) 想一想你分享的資訊，以及這些資訊會被用於甚麼地方，如被未來上司或伴侶看見，他們會有甚麼想法？
Think about the information you share and how it's being used, e.g. what might a future employer or partner think if they read it?
- (3) 謹記在網上世界是很容易收集及分享有關你的資訊，如你上載一些你無傷大雅的資訊，在網上也可以拼湊為關於你全面的資訊
Remember, the Internet lets your information be collected and shared easily. The harmless information you post could be added to the mix, creating a full profile about you. Who might see it?
- (4) 分享資料給少部份人，並不能禁止資料轉移及廣泛流轉
Sharing information with just a few people doesn't stop it reaching a wider audience; be aware who might pass things on
- (5) 當你上載和標籤其他人的相片前，最好先詢問他們的意願，你亦應要求他們同樣對待你
Before you post and tag pictures of someone else, ask for their consent - and request that they do the same to you
- (6) 設定「朋友」群組，以控制他人瀏覽你的個人資料的權限
Set up 'friend' groups to control the access different people in your life have to your personal details
- (7) 不要接受陌生人的邀請，而加入他們的「朋友」群組
Don't accept friend requests from people you don't know
- (8) 「打卡簽到」功能十分危險，你是否真的想希望所有人都知道你不在家？
Location based check-ins can be risky. Do you really want everyone to know that no one's home?



檢討《個人資料(私隱)條例》的進一步公眾討論報告

政制及內地事務局於2010年10月18日發表檢討《個人資料(私隱)條例》的公眾諮詢報告，就立法建議進一步進行公眾討論，以加強條例對個人資料私隱的保障。在兩個月的諮詢期中，私隱專員及其職員共出席了41個公開論壇及與有關人士會面。



Report on Further Public Discussions on Review of the Personal Data (Privacy) Ordinance

On 18 October 2010, the Government published the “Report on Public Consultation on Review of the Personal Data (Privacy) Ordinance” and launched further public discussions on the legislative proposals to strengthen personal data privacy protection under the Personal Data (Privacy) Ordinance. The Commissioner and his staff attended a total of 41 public forums and meetings with interested parties during the two-month consultation period.



與此同時，公署分別進行了目標意見調查及網上意見調查，就原本由公署提出、但政府當局已表明不予跟進的建議徵詢公眾及持份者的意見。

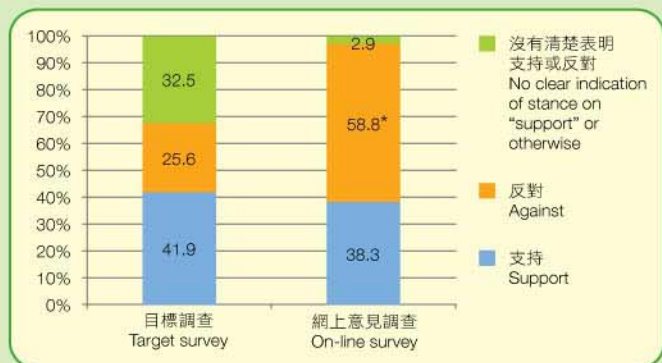
目標意見調查是在2010年12月3及13日進行，向95名目標受訪者發出問卷，公署共收到43個回覆。網上意見調查則於2010年12月8至28日進行，共收到超過一千二百人回應。

The PCPD carried out target survey and online-survey respectively to solicit public and stakeholders' views on its original proposals which the Administration has indicated not to pursue further.

The target survey was carried out on 3 and 13 December 2010. The PCPD sent out to 95 targeted respondents a questionnaire and 43 replies were received. The online survey was carried out from 8 to 28 December 2010 and over 1,200 responses were received.

圖表 Figure 1 :

就「設立全港適用的拒收入對人促銷電話中央登記冊的建議」的意見
Opinion on the proposal to set up a territorial-wide "Do-not-call" Register

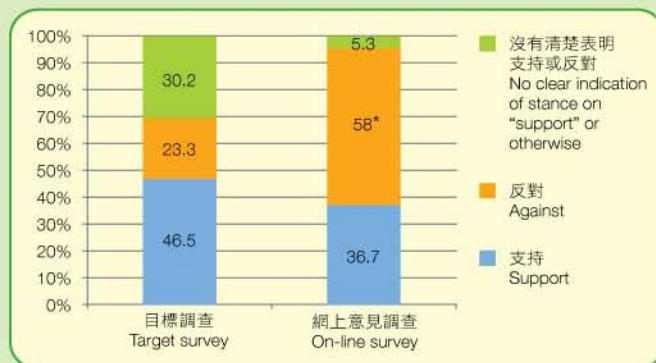


回應人數(目標調查) : 43 ; 回應人數(網上意見調查) : 1,210
Respondents (Target survey): 43; Respondents (On-line survey): 1,210

*包括一間客戶中心的292個回應
Includes 292 responses from one call centre

圖表 Figure 2 :

就「給予敏感個人資料較高保障的建議」的意見
Opinion on the proposal to afford a higher protection to sensitive personal data

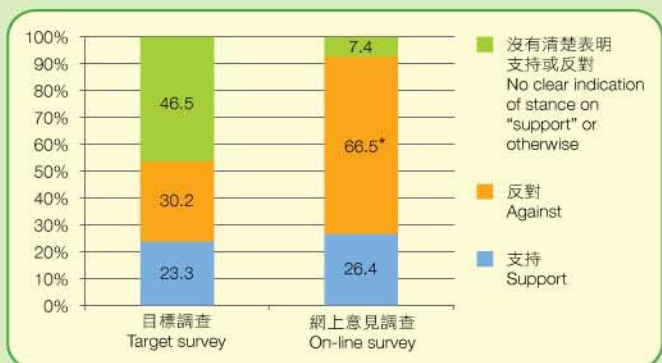


回應人數(目標調查) : 43 ; 回應人數(網上意見調查) : 1,208
Respondents (Target survey): 43; Respondents (On-line survey): 1,208

*包括一間客戶中心的293個回應
Includes 293 responses from one call centre

圖表 Figure 3 :

就「授權私隱專員向受屈的資料當事人判給補償的建議」的意見
Opinion on the proposal to empower the PCPD to award compensation to aggrieved data subjects

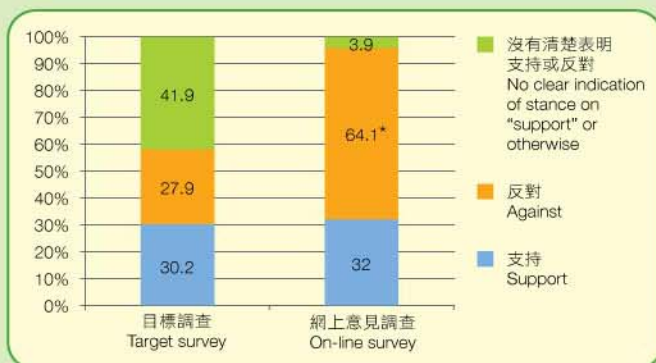


回應人數(目標調查) : 43 ; 回應人數(網上意見調查) : 1,207
Respondents (Target survey): 43; Respondents (On-line survey): 1,207

*包括一間客戶中心的292個回應
Includes 292 responses from one call centre

圖表 Figure 4 :

就「授權私隱專員就嚴重違反保障資料原則處以罰款的建議」的意見
Opinion on the proposal to empower the PCPD to impose monetary penalty on serious contravention of data protection principles



回應人數(目標調查) : 43 ; 回應人數(網上意見調查) : 1,214
Respondents (Target survey): 43; Respondents (On-line survey): 1,214

*包括一間客戶中心的291個回應
Includes 291 responses from one call centre

公署於2010年12月底向政制及內地事務局提交一份詳細的意見書，載列公署對政府當局的建議的意見及兩項意見調查的結果。

The Commissioner made a submission to the Administration in response to the "Report on Public Consultation on Review of the Personal Data (Privacy) Ordinance".

有關意見書及意見調查的詳情，請參閱：

www.pcpd.org.hk/chinese/files/review_ordinance/PCPD_submission_311210.pdf

For details of the submission and the survey results, please refer to the following link:

www.pcpd.org.hk/english/files/review_ordinance/PCPD_submission_311210.pdf

政制及內地事務局於2011年4月18日發出檢討《個人資料(私隱)條例》的進一步公眾討論報告。報告再次肯定政制及內地事務局會跟進公署早前提交的大部分建議。在2011年5月31日，私隱專員向政府當局及立法會政制事務委員會提交意見書，回應政府的檢討《個人資料(私隱)條例》的進一步公眾討論報告。公署希望政府當局及立法會會作詳細考慮，最終的修訂條例草案能夠在保障個人資料私隱方面符合香港市民的最佳利益。

On 18 April 2011, the Government published the "Report on Further Public Discussions on Review of the Personal Data (Privacy) Ordinance" (further public discussions report) setting out the legislative proposals aimed at strengthening personal data privacy protection. The further public discussions report reaffirms that the Administration will pursue the majority of the proposals previously made by the PCPD. The Commissioner made a submission to the Administration and the Legislative Council's Panel on Constitutional Affairs in response to the further public discussions report on 31 May 2011. It is hoped the PCPD's submission will be duly considered by the Administration and the Legislature so that the amendment bill to the Personal Data (Privacy) Ordinance best meet the public aspirations for protecting personal data privacy.



《個人信貸資料實務守則》：共用按揭資料作信貸評估的修訂

個人資料私隱專員公署(下稱「公署」)於2011年1至2月進行公眾諮詢，以回應金融服務業界(下稱「業界」)有關透過信貸資料機構營運的中央信貸資料庫共用較全面的個人信貸資料的建議。在此之前，信貸提供者可以共用住宅物業的負面按揭資料。根據該建議，信貸提供者可額外共用住宅物業正面按揭資料，以及非住宅物業正面及負面按揭資料(以下統稱「額外按揭資料」)。

該建議獲得香港金融管理局(下稱「金管局」)的支持，目的是對借款人進行更全面的信貸評估，從而促進負責任的借貸，減低借款人過度借貸的風險。金管局認為擴大共用按揭資料，對長遠維持香港的銀行及金融穩定是必需的。金管局強調，負責任的借貸可減低房地產泡沫可能形成及隨後爆破的風險。

在諮詢過程中，公署收到各方的意見，包括公眾、立法會議員、區議員、政黨、學者、法律界人士、公營機構、私營機構、專業團體，以及代表不同行業的組織。特別是，公署收到56份意見書，並透過經設計的面訪調查，收集了877名人士的意見。

在小心考慮所收到的不同意見後，專員相信該建議可帶來負責任的借貸，從而有利穩定物業市場及銀行體系(雖然只是某程度上)。他知道他的看法與公眾的意見是一致的。

專員於2011年4月1日修訂《個人信貸資料實務守則》，容許共用額外按揭資料。新的規管機制包括下述特點：

- (a) 就正面按揭資料而言，共用的資料只限於按揭宗數(即一名個人作為借款人、按揭人或擔保人所持有的按揭貸款的數目)。



Amendments to the Code of Practice on Consumer Credit Data: The Sharing of Mortgage Data for Credit Assessment

The PCPD in January-February 2011 conducted a public consultation in response to the proposal made by the financial services industry ("the Industry") to share more comprehensive consumer credit data through the use of a central credit database operated by a credit reference agency (CRA). Hitherto, credit providers were already sharing negative mortgage data for residential properties. Under the proposal, positive mortgage data for residential properties, as well as both positive and negative mortgage data for non-residential properties (collectively the "Additional Mortgage Data"), would be additionally shared.

The proposal, which has the support of the Hong Kong Monetary Authority (HKMA), is aimed at facilitating comprehensive credit assessment of consumers, thereby promoting responsible lending and borrowing and reducing the risk of over-borrowing by consumers. The HKMA has the view that the expanded sharing of mortgage data is necessary for the maintenance of banking and financial stability in Hong Kong in the longer term. The HKMA emphasized that responsible borrowing and lending would mitigate the risk of possible property bubble forming and subsequent bursting.

During the consultation process, the PCPD collected many views expressed by members of the public, Legislative Councilors, District Councilors, political party, academics, members of the legal profession, public organizations, private organizations, professional bodies and associations representing various trades and industries. In particular, the PCPD received 56 written submissions and solicited the views of 877 individuals through a structured questionnaire interview.

Having duly considered the diverse views received, the Commissioner was convinced that the Industry proposal would lead to responsible borrowing and lending. In turn this would be albeit to some extent only, conducive to stabilizing of the property market and the banking system. He noted that this conclusion was in line with the general perception held by the public.

Accordingly, the Commissioner revised the Code of Practice on Consumer Credit Data on 1 April 2011 to allow for the sharing of the Additional Mortgage Data. The new regulatory regime has the following features:

- (a) As far as positive mortgage data is concerned, sharing is restricted to the Mortgage Count only (i.e. the number of mortgage loans held by an individual as borrower, mortgagor or guarantor).



- (b) 除非取得客戶的明確及自願同意，否則只可共用建議實施日期時已存在的負面按揭資料，不是正面按揭資料。
- (c) 共用正面按揭資料只限於新的按揭貸款申請及檢討現有按揭貸款。如信貸安排的金額超過某一門檻金額(稍後由業界建議)，才可以共用正面按揭資料作非按揭貸款相關的信貸服務。
- (d) 在24個月的過渡期後，容許查閱額外按揭資料以檢討借款人的一般信貸組合。
- (e) 在擴大信貸資料庫及增加共用和使用按揭資料後，已相應地對信貸資料機構施加額外的私隱保障措施。

為方便了解，公署印製了一份名為【認識《個人信貸資料實務守則》：共用按揭資料作信貸評估的常問問題】的資料概覽。

- (b) Sharing of pre-existing mortgage data is permissible for negative data but not for positive data, unless explicit and voluntary consent is obtained from the customers.
- (c) Sharing of positive mortgage data is restricted to new mortgage loan applications and review of existing mortgage loans only. Sharing of such data for credit assessment of non-mortgage related credit facilities is allowed if the amount of credit facility exceeds a certain threshold to be proposed by the Industry at a later stage.
- (d) Access to the Additional Mortgage Data is allowed for general portfolio reviews of consumers' credit worthiness after a 24-month transitional period has lapsed.
- (e) Additional privacy safeguards have been imposed upon the CRA and the credit providers commensurate with an enlarged credit database and greater sharing and use of mortgage data.

To facilitate understanding of these issues, the PCPD published a Fact Sheet titled "Understanding the Code of Practice on Consumer Credit Data: Common Questions on the Sharing of Mortgage Data for Credit Assessment Purpose".

修訂後的守則及資料概覽可從公署網站下載：

<http://www.pcpd.org.hk/chinese/ordinance/codes.html>

The revised Code and the Fact Sheet are available for download from the PCPD website:

<http://www.pcpd.org.hk/english/ordinance/codes.html>



私隱專員蔣任宏(中)於2011年3月21日舉行記者會，發表建議修訂《個人信貸資料實務守則》部分條文的公眾諮詢報告。

The Privacy Commissioner Mr. Allan Chiang (centre) held a press conference on 21 March 2011 to release of the report on public consultations on some proposed revisions to the Code of Practice on Consumer Credit Data.



公署推出一系列機構及社區教育計劃

為促進公眾對《個人資料(私隱)條例》(下稱「條例」)的認識和理解，以及遵守條例的規定，公署推出了一系列機構及社區教育計劃。

在機構教育計劃方面，公署推出一系列的資料保障專業研習班，促進對條例的遵守。研習班的設計是配合在不同工作範疇處理個人資料的人士的需要。研習班詳細介紹條例的應用及詮釋，適合保障資料主任、人力資源經理、律師、合規主任、資訊科技經理、公司秘書等人士報讀。公署在2011年4月至6月期間已推出25場研習班，共吸引超過850人報名參加。是項活動共得到25個專業機構及商會支持。



PCPD launches a new series of business and community education programmes

PCPD rolled out a series of new business and community education programmes with a view to promoting awareness and understanding of, as well as compliance with, the requirements under the Personal Data (Privacy) Ordinance ("the Ordinance").

In the area of business education, PCPD has taken the initiative to promote compliance with the provisions of the Ordinance by launching a series of professional compliance workshops. The workshops, by offering a thorough grounding of the applications and interpretations of the Ordinance, are tailored to the needs of executives dealing with personal data in different work contexts, including data protection officers, human resource managers, solicitors, compliance officers, IT managers and company secretaries. The initiative has the support of 25 professional organizations and trade associations, and over 850 people in total attended the 25 workshops that took place between April and June 2011.

由於反應熱烈，公署將於九月至十一月加開「資料保障專業研習班」，詳情請瀏覽公署網頁：
<http://www.pcpd.org.hk/chinese/activities/workshop.html>
Due to overwhelming response, PCPD will re-launch the workshops scheduled for September to November 2011. Details of these are available on the PCPD website:
<http://www.pcpd.org.hk/english/activities/workshop.html>

在社區教育方面，自2011年3月開始，公署主辦「保護個人資料私隱 日常生活與善用科技資料」講座系列，由互聯網專業協會、國際資訊系統審計協會(中國香港分會)、網上服務供應商聯盟及康樂及文化事務署香港公共圖書館協辦。講座主題每月不同，目的是教導公眾在使用互聯網(包括社交網絡)及先進的通訊產品時，保障個人資料私隱。

In the area of community education, seminars on the theme "Protection of Personal Data Privacy – Proper Use of Technology in Daily Life" have been conducted since March 2011 to educate the public on data protection in the context of the use of the Internet and advanced communications products, including social networking.



香港高登討論區行政總裁、網上服務供應商聯盟主席、iProA常務理事林祖舜先生(左)、香港IBM用戶協會主席、iProA常務理事陳家豪先生(中)、國際信息系統審計協會(中國香港分會)宣傳推廣理事(中國及香港)、(ISC)²亞洲顧問委員會成員、德勤·關黃陳方會計師行企業風險管理服務合夥人顧向聖先生(右)教導公眾在使用互聯網及先進的通訊產品時，如何保障個人資料。

Mr. Joe Lam, CEO of HK Golden.com, Chairman of Online Service Providers Alliance and Council Member of iProA (left), Mr. Emil Chan, Chairman of the Hong Kong IBM Users Group and Council Member of iProA (middle) and Mr. Peter Koo, Publicity & PR Director (China/HK) of ISACA (China Hong Kong Chapter), Asian Advisory Board Member of (ISC)², Partner of Enterprise Risk Services of Deloitte Touche Tohmatsu (right) educated the public on data protection in the use of Internet and advanced communications products.

另一方面，因應需求的上升，自2011年2月起，公署免費舉辦的《個人資料(私隱)條例》簡介講座的舉辦次數由每月一次，增加為每月三次。條例簡介講座目的是希望提高公眾人士對《個人資料(私隱)條例》的認識和理解。

To cater to increasing demand, the frequency of free introductory seminars organized by PCPD has increased since February 2011 from once per month to three times per month. The seminars are designed to raise the public's awareness and understanding of the Personal Data (Privacy) Ordinance.

有關上述講座的詳情，可瀏覽公署網頁：
<http://www.pcpd.org.hk/chinese/activities/promotion.html>
Details of the above-mentioned seminars are available on the PCPD website:
<http://www.pcpd.org.hk/english/activities/promotion.html>

教育及職業博覽2011

公署在2月17至20日參加了由貿易發展局舉辦的「教育及職業博覽2011」，向年青人及求職者宣傳保障個人資料私隱。特別是提醒求職者在求職階段不應提供超乎適度的個人資料，以及不要把個人資料交給刊登「匿名」廣告的機構。公署的攤位共吸引接近3,500名入場人士參觀。

另外，公署職員在展覽期間舉辦了題為「如何在求職時保障個人資料私隱」講座，解答與個人資料私隱有關的問題。

Education & Careers Expo 2011

To convey the relevant messages on the protection of personal data privacy to youngsters and job seekers, the PCPD participated in the "Education & Careers Expo 2011" organized by the Hong Kong Trade Development Council from 17 to 20 February, with the booth attracting some 3,500 visitors. Job seekers were specially reminded not to provide excessive personal data at the recruitment stage and not to give their personal data to "blind advertisement" advertisers.

Staff of the PCPD also delivered a talk on the protection of job seekers' personal data privacy during the Expo and provided answers to questions related to personal data privacy.



保障個人資料巡迴展覽2011

為教育市民認識保障個人資料私隱的重要性，公署於2011年2月至3月期間，於全港六個地區購物商場舉辦巡迴展覽，該六個購物商場分別是柴灣興華廣場、天水圍天耀廣場、太古城中心、深水埗西九龍中心及西九龍奧海城。

展覽期間播放了教育短片，和展示有關資訊，內容圍繞在《個人資料(私隱)條例》下市民的私隱權益，和實用保障私隱貼士，公署職員亦在場解答參觀者的查詢。

巡迴展覽共吸引超過一萬名市民參觀。

Consumer Roadshow on Protection of Personal Data 2011

To educate the general public about the importance of personal data privacy, the PCPD staged a series of consumer roadshows at shopping malls over weekends in February and March 2011.

Informative materials and short videos were displayed to illustrate individuals' privacy rights under the Personal Data (Privacy) Ordinance and provide practical tips about data protection in daily life. PCPD staff also provided on-the-spot answers to visitors' questions.

The consumer roadshows, which attracted over 10,000 visitors, were held at six shopping centres across the territory, namely Hing Wah Shopping Centre, Tin Yiu Shopping Centre, Cityplaza, Dragon Centre, Kai Tin Shopping Centre and Olympian City.





公署員工晉升 PCPD Staff Promotion



講座與研討會 Speaking Engagements

為促進各界對條例的認識、理解及遵守，專員及公署職員曾出席以下機構舉辦的講座，作為主講嘉賓：

To promote the awareness and understanding of, and compliance with the provisions of the Ordinance, the Commissioner and his colleagues participated as guest speakers in seminars organized by the following organizations:

在2010年12月7日，公署首席個人資料主任丁家倫先生在運輸署主辦的「2010年工程師周年會議」上發言，題目為「在工作地點依從個人資料(私隱)條例的要求」。

On 7 December 2010, Mr. Allen Ting, Chief Personal Data Officer of the PCPD spoke at the Transport Department's Annual Seminar for Engineers 2010 on the topic "Compliance with Personal Data (Privacy) Ordinance at Work".



在2010年12月14日，私隱專員蔣任宏先生在英國特許管理學會(香港分會)舉辦的講座發言，題目為「資料私隱與管理層的責任」。

On 14 December 2010, Privacy Commissioner Mr. Allan Chiang delivered a talk on the topic of "Data Privacy and Management Responsibility" organized by Chartered Management Institute (Hong Kong Branch).

2011年1月11日，私隱專員蔣任宏先生在南九龍獅子會舉辦的午餐會上發表演講。

On 11 January 2011, Privacy Commissioner Mr. Allan Chiang gave a luncheon talk on "Doing Business and Respecting Privacy: the Case of Sharing of Mortgage Data for Credit Assessment" organized by Lions Club of South Kowloon.





在2011年1月20日，私隱專員蔣任宏先生出席由香港社會服務聯會主辦的「以客為本 - 關懷與承擔論壇2011『建立及維護客戶的信任：機遇及挑戰』」。

On 20 January 2011, Privacy Commissioner Mr. Allan Chiang gave a talk to the "Customer Care & Responsibility Forum 2011 - Building & Sustaining Customer Trust: Opportunities & Challenges" organized by the Hong Kong Council of Social Service.

(左起)康美商業科技有限公司營運總監周蕊儀女士、佳能香港有限公司商務影像方案部副總裁馮安宮先生、私隱專員蔣任宏先生、香港消費者委員會總幹事劉燕卿女士，及香港優質服務協會副主席、大昌行集團企業傳訊及市場拓展部總經理朱溢潮先生。

From left: Ms. Daisy Chow, Chief Operation Officer, Intimex Business Solutions Company Ltd.; Mr. Raymond Fung, Vice President, Business Imaging Solution division of Canon Hongkong Co., Ltd; Mr. Allan Chiang, Privacy Commissioner; Ms. Connie Lau, Chief Executive, Hong Kong Consumer Council, and Mr. Bustin Chu, Vice-Chairman of Hong Kong Association for Customer Service Excellence and General Manager, Corporate Communications & Marketing Division of Dah Chong Hong Holdings.

在2011年2月24日，私隱專員蔣任宏先生在香港海港扶輪社舉辦的午餐會發表題為「營商與私隱：共用按揭資料作信貸評估」的演講。

On 24 February 2011, Privacy Commissioner Mr. Allan Chiang gave a luncheon talk to the Rotary Club of Hong Kong Harbour on the topic "Sharing of Mortgage Data for Credit Assessment".



在2011年4月8日，私隱專員蔣任宏先生在香港通訊業聯會舉辦的午餐會上發表演講。

On 8 April 2011, Privacy Commissioner Mr. Allan Chiang delivered a talk on "Use (or Misuse?) of Personal Data in Telecommunications" organized by the Communications Association of Hong Kong.

在2011年4月15日，公署資訊科技顧問張宗頤先生在商業軟件聯盟舉辦的會議上發表題為「保障個人資料在雲端」的演講。

On 15 April 2011, Mr. Henry Chang, Information Technology Advisor of the PCPD, delivered a speech titled "Personal Data Protection in the Cloud" at a conference organized by Business Software Alliance.



在2011年4月18日，私隱專員蔣任宏先生於香港外國記者會發表題為「擴大共用個人信貸資料：以何處為界限？」的演講。

On 18 April 2011, Privacy Commissioner Mr. Allan Chiang delivered a talk on "Expanding Sharing of Consumer Credit Data: Where Do You Draw the Line?" organized by the Foreign Correspondents' Club.

在2011年5月25日，公署首席個人資料主任丁家倫先生向消費者委員會的職員講解保障個人資料私隱。圖為丁家倫先生與消費者委員會總幹事劉燕卿女士攝於講座上。

On 25 May 2011, Mr. Allen Ting, Chief Personal Data Officer of the PCPD, delivered a talk on the protection of personal data privacy to staff members of the Consumer Council during its all-staff meeting on 25 May 2011. Photo shows Mr. Ting and Ms. Connie Lau, Chief Executive Officer of Consumer Council, at the meeting.



在2011年6月10日，私隱專員蔣任宏先生出席由香港管理專業協會與市場推銷研究社合辦之「第四十三屆傑出推銷員獎」頒獎典禮並致辭。

On 10 June 2011, Privacy Commissioner Mr. Allan Chiang gave a keynote speech at the 43rd Distinguished Salesperson Award Presentation Ceremony organized by the Hong Kong Management Association and Sales and Marketing Executives Club.



如何保護個人資料避免被網絡起底

以往，「起底」是源於執法機構的行為，以調查疑犯的背景資料。在1990年代中期及以前，僅止於傳統媒體。但自2000年代初期起，個人電腦及互聯網普及，網絡社群上的「人肉搜索」/「起底」文化盛行於討論區等社交網站。

在網上世界，網絡是匿名的，網民之間互不相識，除了ICQ、MSN、E-mail之外，最多也僅止於偵查IP位址而得知其所在地而已。但在免費網絡相簿與短片分享網站開始流行，很多人都會網上分享自己或朋友相片及短片。

進行網絡起底的人士，通常會利用網上的搜尋器、社交工程、駭客軟件及檔案分享軟件，或透過一些人在網上討論區「出賣朋友」而獲得目標人物的個人資料。

以下提供一些實用的貼士，讓大家可以避免被網上起底，安全地使用互聯網！

How to protect personal data from being excavated on the Internet

In the past, "human flesh search" was conducted only by enforcement authorities as a way of obtaining background information of suspects. Before the mid-90's, the search was only confined to traditional media. However, with the widespread use of personal computers and the Internet since the early 2000s, the culture of "human flesh search" have become prevalent in the discussion forums of social networking sites.

In the anonymous world of the Internet, web users do not know each other. However, a person's location is evident from his IP and email addresses, or he may unknowingly give it away through the use of ICQ and MSN. The popularity of free online albums and video-sharing websites has given rise to another channel through which such information can be leaked.

People who conduct human flesh searches usually use online search engines, social engineering, hacker software and file-sharing software to obtain the personal data of their targets, or they may obtain the information from the targets' friends in discussion forums.

The following tips on how to avoid falling victim to human flesh searches will help you navigate the Internet safely.



第一，自己放到網上的零碎個人資料往往比想像中多，亦分佈在可能已經忘記了的地方，但資料仍然會永久地被保留。因此，大家應該建立帳戶清單，以便日後刪除不再用的帳戶。

第二，在不同的網站使用不同的帳號，以不同的電郵登記，及使用不同的密碼。萬一不幸一個密碼被人盜取，也可減少資料外洩的損失！

第三，應盡量減少把個人資料上載到互聯網。要知道很多時被起底人士的個人資料都是由其現實中的朋友放出來，因此如非真正熟絡的朋友，最好避免讓他們輕易得到自己的個人資料。例如Facebook中的相片，最好設定只准指定朋友(或群組)觀看，這會安全得多。

第四，互聯網及社交網站基本上是出版工具而非通訊工具。而且網上世界的資料是永久留存的，因此每次在上載有關個人的資料前應該三思。

最後，作為討論區的會員，有時見到不平之事，是絕對有權發表自己的意見的。但希望大家發表意見前，亦應深思自己會否被利用，變成欺凌別人的工具。

Firstly, bear in mind the fact that you tend to leave more fragmented personal data on the Internet than you may be aware of. The data will be there permanently even though you may forget where you had left it. Therefore, you should keep a list of accounts that you create so that you can delete the ones that you are unlikely to use in future.

Secondly, use different account names, email addresses and passwords for different websites. This way, even if a password is stolen, the loss from the data leak can be minimized.

Thirdly, try to minimize the amount of personal data uploaded to the Internet. In most cases, the uploading of personal data are done by friends. Therefore, do not allow people whom you do not know well to get access to your personal data easily. For one, it would be safer to restrict your photos in Facebook to specified friends (or groups).

Fourthly, the Internet and social networking sites are in essence publication tools, not communication tools. As the data on the Internet will be kept there permanently, think twice before uploading your personal data.

Last but not least, as a member of a discussion forum, you have the right to express your opinions. However, before giving your views, you should think carefully about whether your opinions could be used as a tool in cyberbullying.

公署快將出版一份名為《在網絡世界保障私隱 - 精明使用社交網站》的小冊子，提供更多保障個人資料私隱的建議及小貼士，大家可到公署網站瀏覽：

http://www.pcpd.org.hk/chinese/publications/infor_booklet.html

The PCPD will publish a pamphlet titled "Protecting Online Privacy - Use Social Networking Sites Smartly" soon.

For more recommendations and tips on personal data privacy protection, please visit the PCPD's website:

http://www.pcpd.org.hk/english/publications/infor_booklet.html

保障資料主任聯會消息 DPOC News



香港市民愈來愈關注個人資料私隱是否得到保障。假如你在日常工作中需要經常處理客戶或員工個人資料，請即參加由公署舉辦的「保障資料主任聯會」，獲取更多和最新的保障個人資料私隱訊息。

People are increasingly concerned about the protection of their personal data privacy. If you often handle personal data of your customers or staff during the course of your daily work, you should join our Data Protection Officers' Club (DPOC) which will enable you to receive the latest information on the protection of personal data privacy.

了解聯會活動及下載申請表格，請瀏覽公署網頁：

http://www.pcpd.org.hk/chinese/files/activities/dpocf_form.pdf

For details of the DPOC's activities and to download the membership application form, please visit PCPD's website:

http://www.pcpd.org.hk/english/files/activities/dpocf_form.pdf

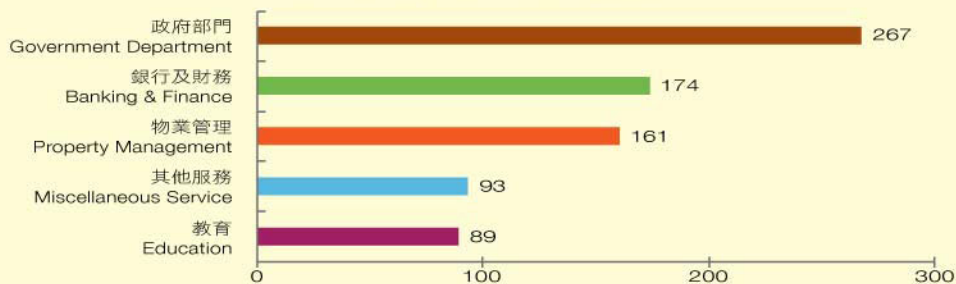


公署接獲的查詢及投訴(2010年12月1日至2011年6月30日)

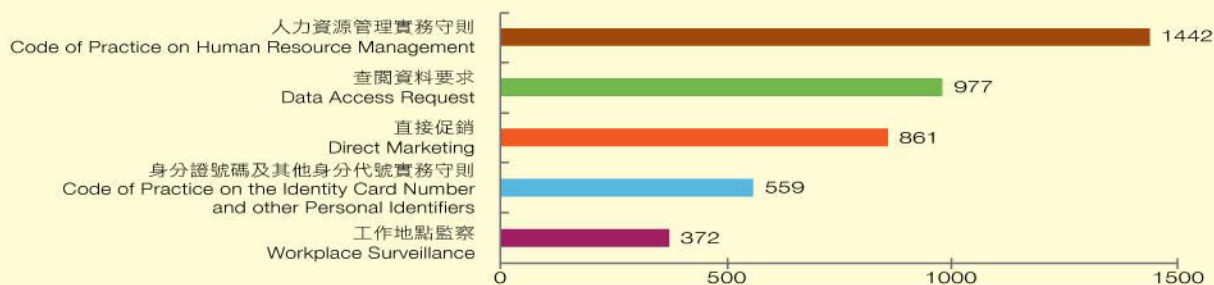
Enquiries and Complaints received by the PCPD (1 December 2010 – 30 June 2011)

查詢數字 Number of Enquiry Cases : 10,334

按查詢機構類別 By Sector of Enquirers :

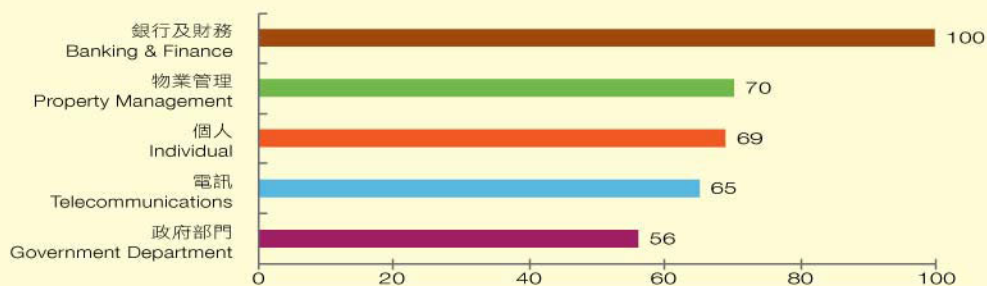


按查詢性質 By Nature of Enquiries :



投訴數字 Number of Complaint Cases : 686

按被投訴者類別 By Sector of Party Complaint Against :



按投訴性質 By Nature of Complaints :

