



二零零一年資料使用者  
意見調查

2001 Data Users  
Opinion Survey

## 二零零一年資料使用者意見調查

公署在二零零一年委託香港大學社會科學研究中心進行第五屆週年意見調查。資料使用者(機構)的調查工作在二零零一年八月中至九月底以自行填寫郵寄問卷的方式進行。公署共收回 228 份可用問卷，回應率達 58.5%。

二零零一年資料使用者意見調查的內容與二零零零年調查的內容大致相同。但是，抽樣的範圍作出了重大的改變，藉以對五個指定經濟行業，即醫療業，銀行及金融業，保險業、地產代理業及電訊業，以及政府部門進行意見調查。改變抽樣範圍的其中一個後果，是如要將調查結果與早年的調查結果作出任何比較，則必須顧及各被訪者在本質上的差異。

資料使用者意見調查的主要目標如下：

- 集中調查五個指定非政府機構及政府機構對私隱保障事宜的態度及經驗。
- 其次，調查資料使用者在實施條例方面所採取的態度及措施，以及它們處理與僱傭有關的個人資料私隱事宜的手法。
- 最後，研究非政府機構在處理與個人資料有關的常見問題的一般手法，例如追收欠帳及直接促銷手法等。

聲稱管理層有正式採用書面政策，以遵守條例規定的受訪機構，由二零零零年的 63.3% 上升至二零零一年的 74.8% (圖 1)。

## 2001 Data Users Opinion Survey

In 2001, the PCO invited the Social Sciences Research Centre of the University of Hong Kong to conduct the fifth annual opinion survey. The fieldwork relating to data user organizations was conducted between mid-August and late September 2001 using a self-administered mail questionnaire. In total, 228 usable questionnaires were returned giving a response of 58.5%.

Although the content of the 2001 Data Users survey was much the same as that for the 2000 survey, significant changes were made to the sampling frame in order to investigate five specific economic sectors: healthcare, banking and finance, insurance, real estate, telecommunications and government departments. One consequence of this modification of the sample structure is that any comparison of results with those obtained in previous years must recognize the nature of the respective sample differences.

The main objectives of the Data Users survey were as follows:

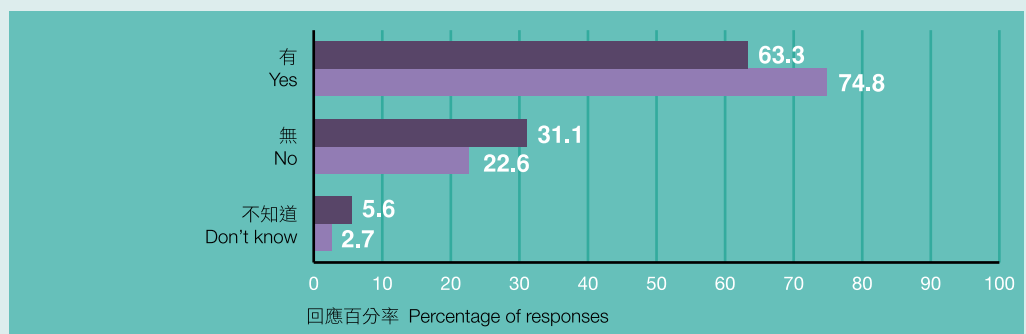
- To focus upon the attitudes and experiences of organizations drawn from the five non-government sectors mentioned, and the government sector.
- Secondly, to investigate data users attitudes and the measures taken to implement the provisions of the PD(P)O, and in particular, their practices pertaining to employment-related personal data privacy.
- Finally, to study identified practices relating to common personal data problems, e.g. debt collection practices and direct marketing in non-government sectors.

The percentage of respondent organizations claiming that their management had formally adopted written policies to comply with the PD(P)O increased from 63.3% in 2000 to 74.8% in 2001 (Figure 1).

圖 1 — 有正式採用書面政策以遵守條例規定的機構

Figure 1 – Organizations that formally adopted written policies to comply with the PD(P)O

2000年 2001年



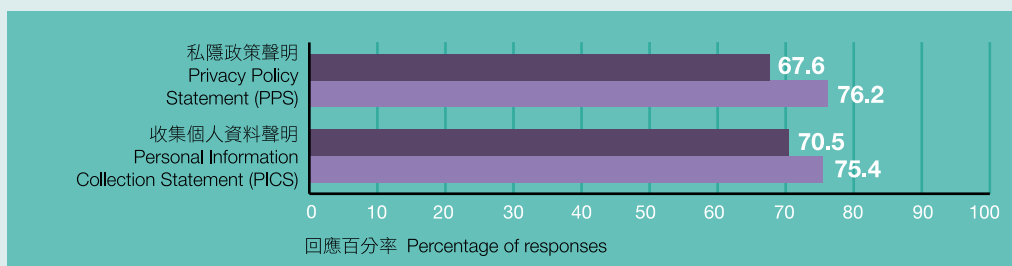
76.2% 的受訪機構有制訂私隱政策聲明，75.4% 有制訂收集個人資料聲明(圖2)。

76.2% of respondent organizations had a Privacy Policy Statement (PPS) and 75.4% had a Personal Information Collection Statement (PICS) (Figure 2).

圖2 — 已制訂私隱政策聲明及收集個人資料聲明的機構

Figure 2 – Organizations having a Privacy Policy Statement (PPS) and Personal Information Collection Statement (PICS)

 2000年  2001年



各資料使用者用以告知市民大眾其私隱政策聲明及收集個人資料聲明的方法大致相同(圖3)。其中最常用的方法是「隨表格夾附」(私隱政策聲明為56.6%及收集個人資料聲明為73.8%)，以及「應要求提供」(私隱政策聲明及收集個人資料聲明分別為52.6%及40.7%)。

The relative importance of the methods used by data users to inform the public about their PPS and PICS was quite similar for both statements (Figure 3). The most popular methods were “attached to forms” (56.6% for PPS and 73.8% for PICS) and “available on request” (52.6% for PPS and 40.7% for PICS).

圖3 — 如何將機構的私隱政策聲明及收集個人資料聲明通知資料當事人？

Figure 3 – How were data subjects informed about the organization's PPS and PICS?

 私隱政策聲明 PPS  
 收集個人資料聲明 PICS

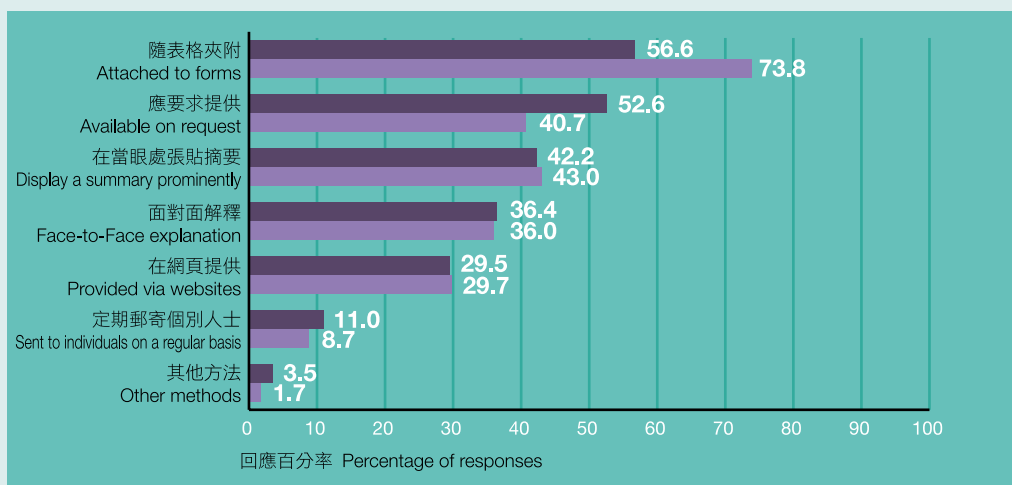
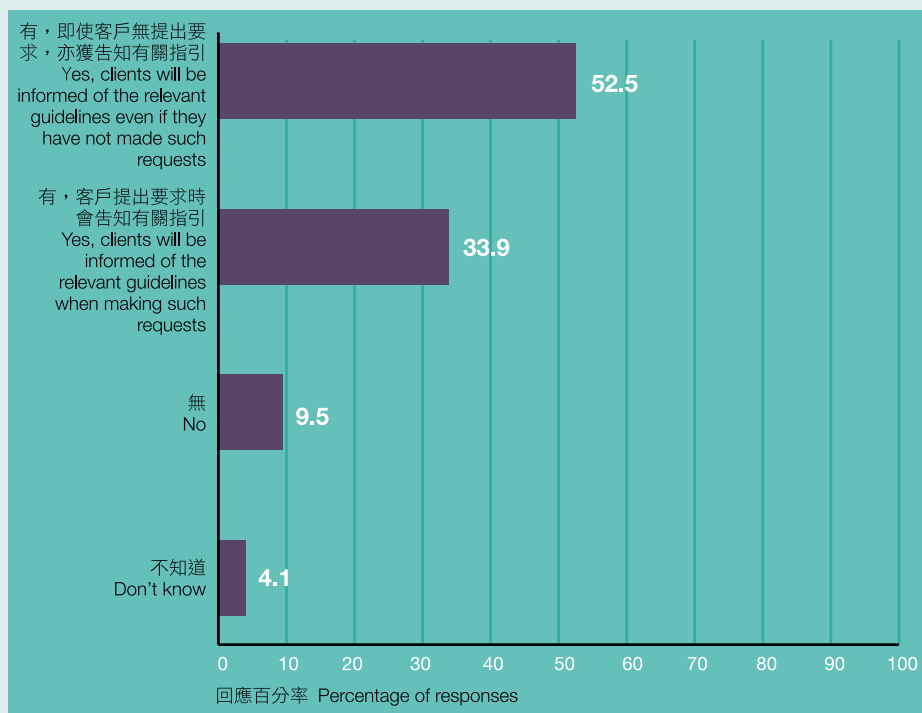


圖4顯示86.4%的受訪機構有通知客戶他們有查閱及改正個人資料的權利。52.5%聲稱即使客戶並無提出查閱資料要求，它們亦會積極主動地將有關指引通知客戶。33.9%則採取較被動的手法，只會在客戶提出要求時才提供查閱資料要求方面的指引。

Figure 4 indicates that 86.4% of respondent organizations notified their clients of their right to request access to, and correction of, their personal data. 52.5% claimed that they would proactively inform their clients of the relevant guidelines, even if their clients had not made a data access request. In contrast, 33.9% indicated a more passive approach in that they would, upon request, inform their clients of the guidelines for data access.

圖4 — 有否將查閱資料及改正資料權利告知客戶?

Figure 4 – Are your clients notified of their right to request access to, and correction of, personal data?

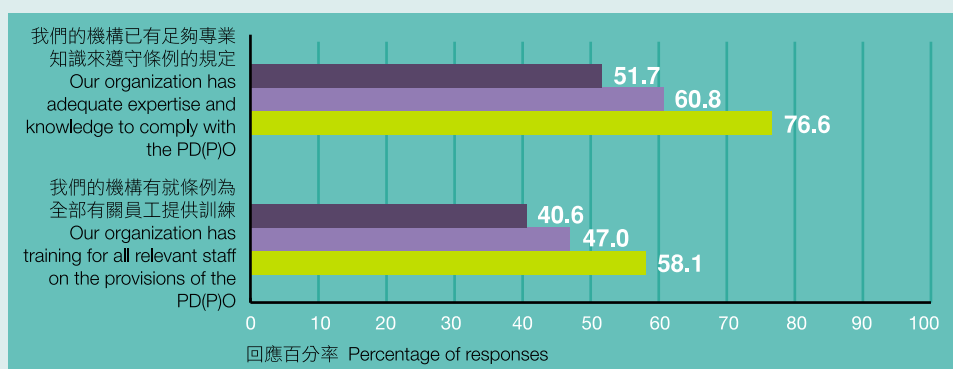


與二零零零年的調查結果比較，表示有信心遵守條例規定的受訪機構，即具備足夠的專業知識的機構，由60.8%上升至76.6%。至於在員工訓練方面的信心亦由47%上升至58.1% (圖5)。

In comparison with the results obtained in the 2000 survey, respondents' confidence in their preparedness for the PD(P)O i.e. possessing adequate expertise and knowledge, rose from 60.8% to 76.6%. Confidence regarding staff training increased from 47% to 58.1% (Figure 5).

圖5 — 已為遵守條例作出準備  
Figure 5 – Preparedness for the PD(P)O

- 1999年
- 2000年
- 2001年



一般來說，在過去三年，認同遵守條例規定會為資料使用者機構帶來長遠利益的比例持續高企(圖6)。

In general there has, over the past three years, been a high level of agreement with the view that compliance with the provisions of the PD(P)O bring long term benefits to the data users organization (Figure 6).

圖6 — 條例可帶來長遠利益：  
非常同意 / 同意

Figure 6 – Long-term benefits of the PD(P)O: Strongly agree/agree

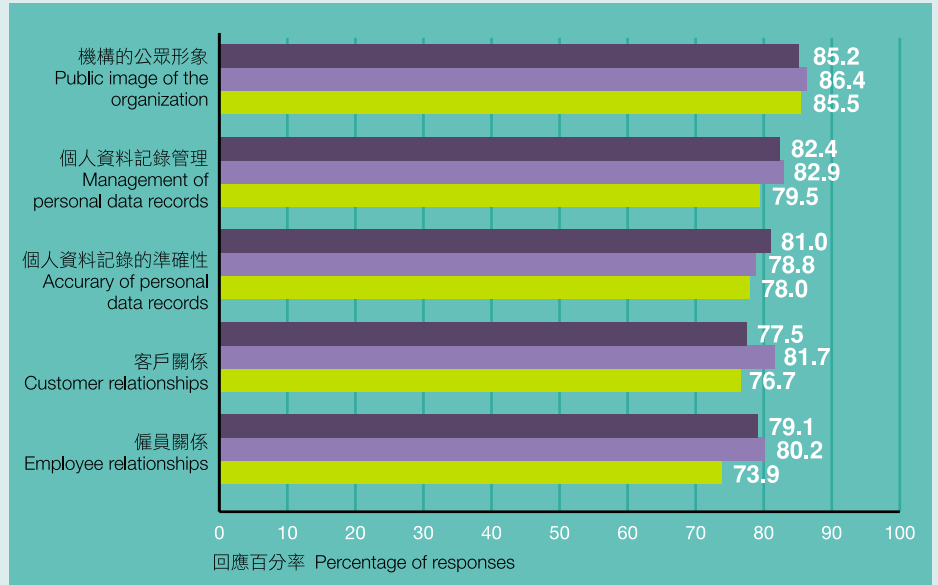
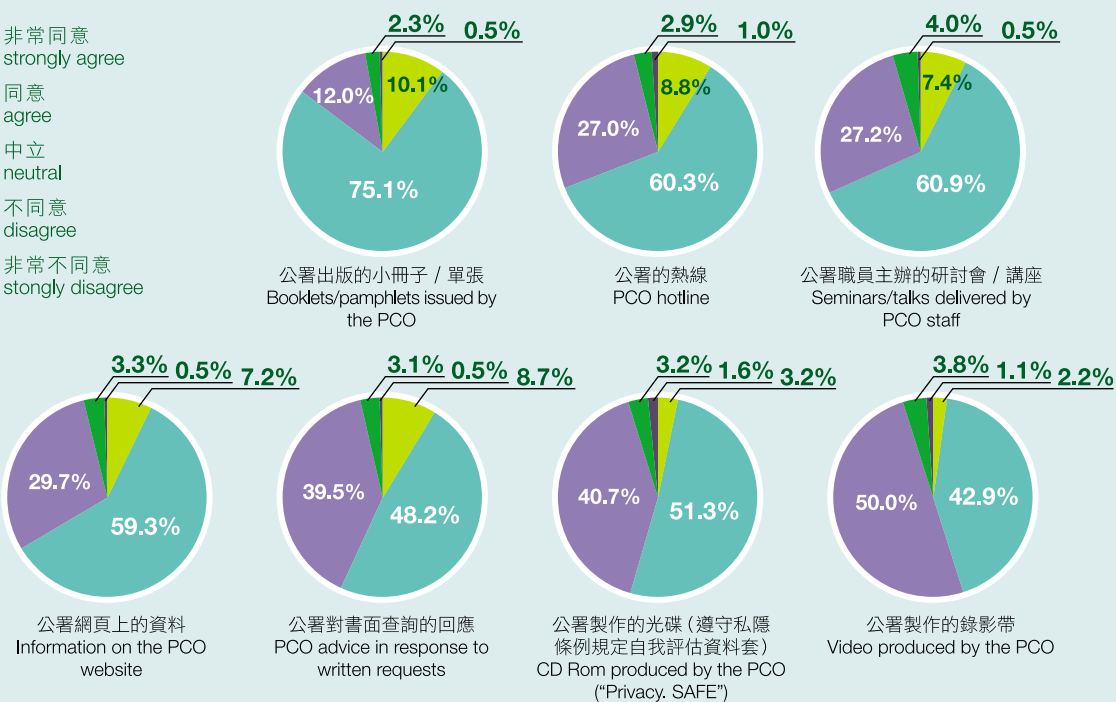


圖7顯示，受訪機構認同公署提供的資源及服務有效地發揮了作用。同意「小冊子及單張」最能發揮效用的百分率最高。至於同意「熱線」、「研討會 / 講座」及「網頁的資料」能發揮效用的百分率亦超過67%。

Figure 7 reveals an overall positive attitude towards the usefulness of the resources and services offered by the PCO. "Booklets and pamphlets" received the highest agreement percentage. "Hotline", "seminars/talks" and "information on the website" all received agreement percentages from more than 67% of respondent organizations.

圖7 — 公署的資源及服務能發揮效用

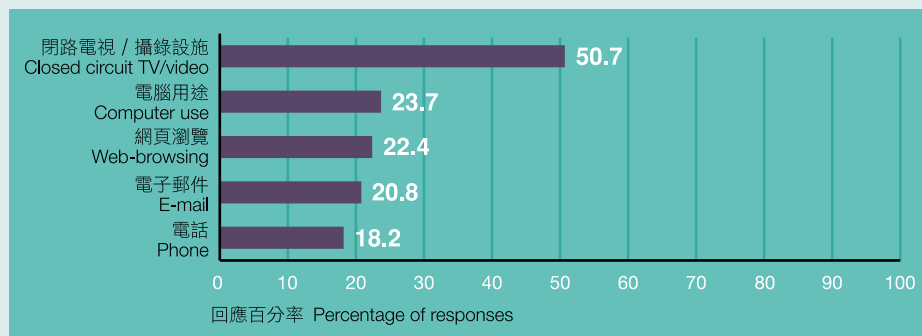
Figure 7 – The Usefulness of PCO resources and services



二零零一年的調查結果顯示，63.6%的受訪機構在工作地點最少安裝了五類監察設施的其中一類。安裝閉路電視/攝錄設施的比率最高，達50.7%，而進行電話監察的比率則最低，只為18.2%(圖8)。

The 2001 survey findings revealed that 63.6% of respondent organizations had installed at least one of five alternative types of surveillance equipment in the workplace. The adoption rate for closed circuit TV/video was the highest at 50.7%, and lowest for phone monitoring at 18.2% (Figure 8).

圖8 — 在工作地點安裝的監察設施  
Figure 8 – Adoption of alternative surveillance facilities in the workplace

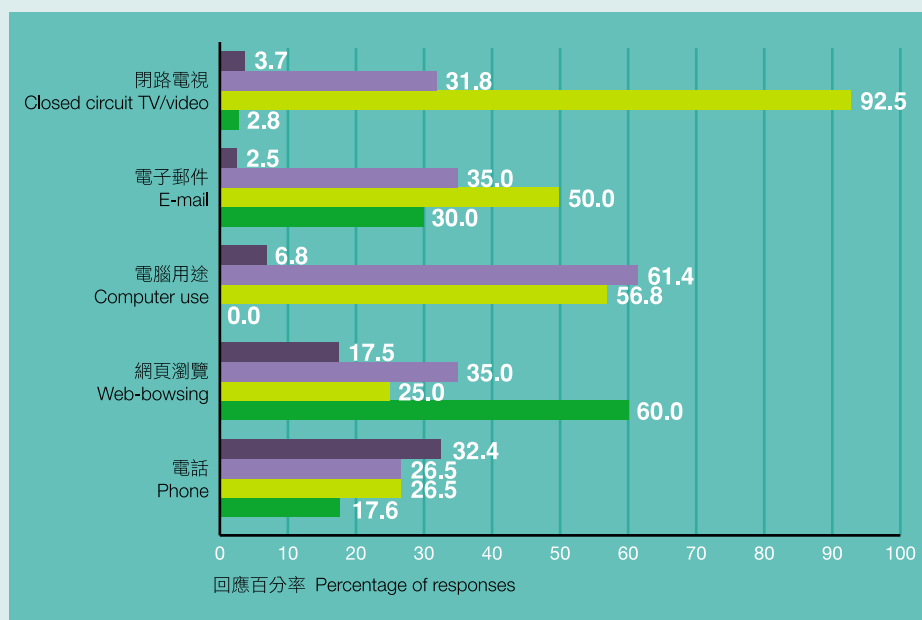


機構主要基於保安理由及預防不當行為而進行閉路電視/攝錄監察、電子郵件及電腦用途監察。另一方面，進行網頁瀏覽監察主要是防止公司的資源被濫用。至於電話監察則主要用來查核僱員的生產力(圖9)。

The most important purposes served by closed circuit TV/video, E-mail and computer monitoring were to safeguard security and deter improper behaviour. On the other hand, web-browsing monitoring was chiefly used to guard against misuse of company resources. Phone monitoring devices were mostly applied to check on the productivity of employees (Figure 9).

圖9 — 在工作地點安裝監察設施的主要目的  
Figure 9 – The main purposes served by surveillance equipment in the workplace

- 僱員生產力  
employee productivity
- 不當行為  
improper behaviour
- 保安  
security
- 公司資源被濫用  
misuse of company resources



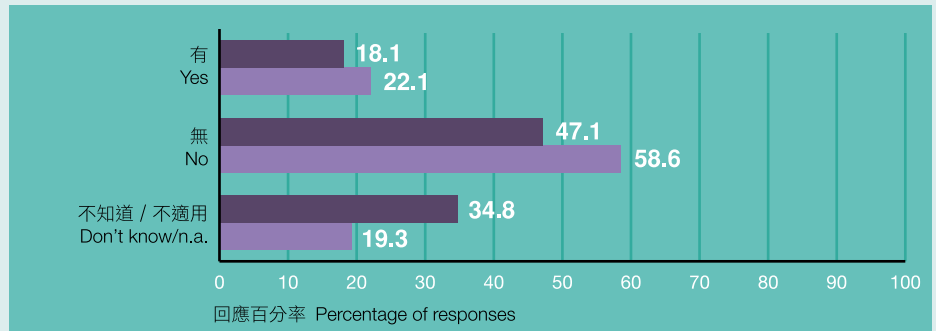
22.1%的受訪機構有就工作地點監察活動制訂書面政策。58.6%並無制訂有關書面政策，比二零零零年的調查結果上升11.5%(圖10)。

22.1% of respondent organizations had written policies to cover workplace surveillance practices. 58.6% had no such written policy, an increase of 11.5% on the results for 2000 (Figure 10).

圖10 — 有否就工作地點的監察活動制訂書面政策?

Figure 10 – Do you have a written policy covering workplace surveillance practices?

-  2000年
-  2001年

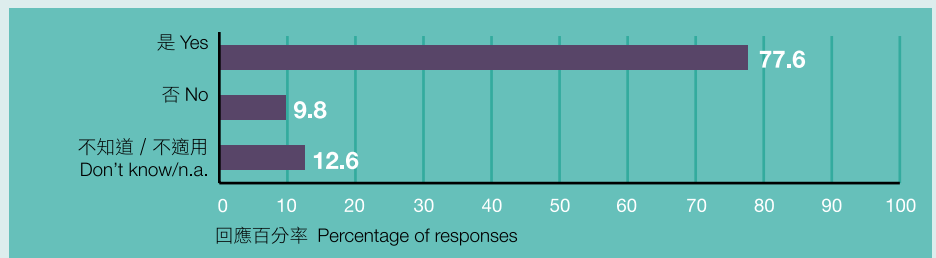


不論受訪機構有否就工作地點的監察活動制訂書面政策，77.6%表示支持公署制訂一套工作地點監察活動的實務守則(圖11)。

Irrespective of whether respondents had a written policy on workplace surveillance practices, 77.6% showed support for the PCO developing a Code of Practice on Workplace Surveillance (Figure 11).

圖11 — 你是否支持公署制訂一套工作地點監察活動的實務守則?

Figure 11 – Would you support the PCO developing a Code of Practice on Workplace Surveillance?



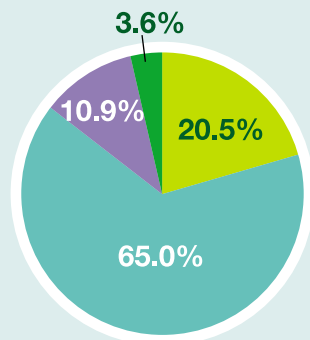
85.5%的受訪機構同意「僱主應該告知僱員任何在工作地點進行的監察活動」，以及82.2%同意「如沒有較不侵犯私隱的做法，僱主只可為保障業務利益而在工作地點進行監察活動」(圖12)。

85.5% of respondent organizations agreed that “employers should inform employees of any workplace surveillance practices”. 82.2% agreed that “workplace surveillance should only be used to protect the interests of business if there were no less intrusive alternative” (Figure 12).

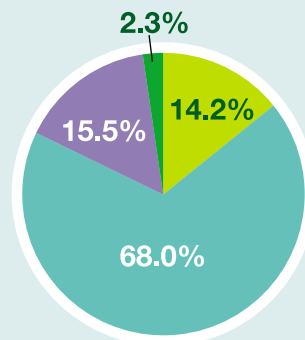
圖12 — 對工作地點監察活動的態度

Figure 12 – Attitudes towards workplace surveillance practices

-  非常同意 (strongly agree)
-  同意 (agree)
-  中立 (neutral)
-  不同意 (disagree)
-  非常不同意 (strongly disagree)



僱主應該告知僱員任何在工作地點進行的監察活動  
Employers should inform employees of any workplace surveillance practices



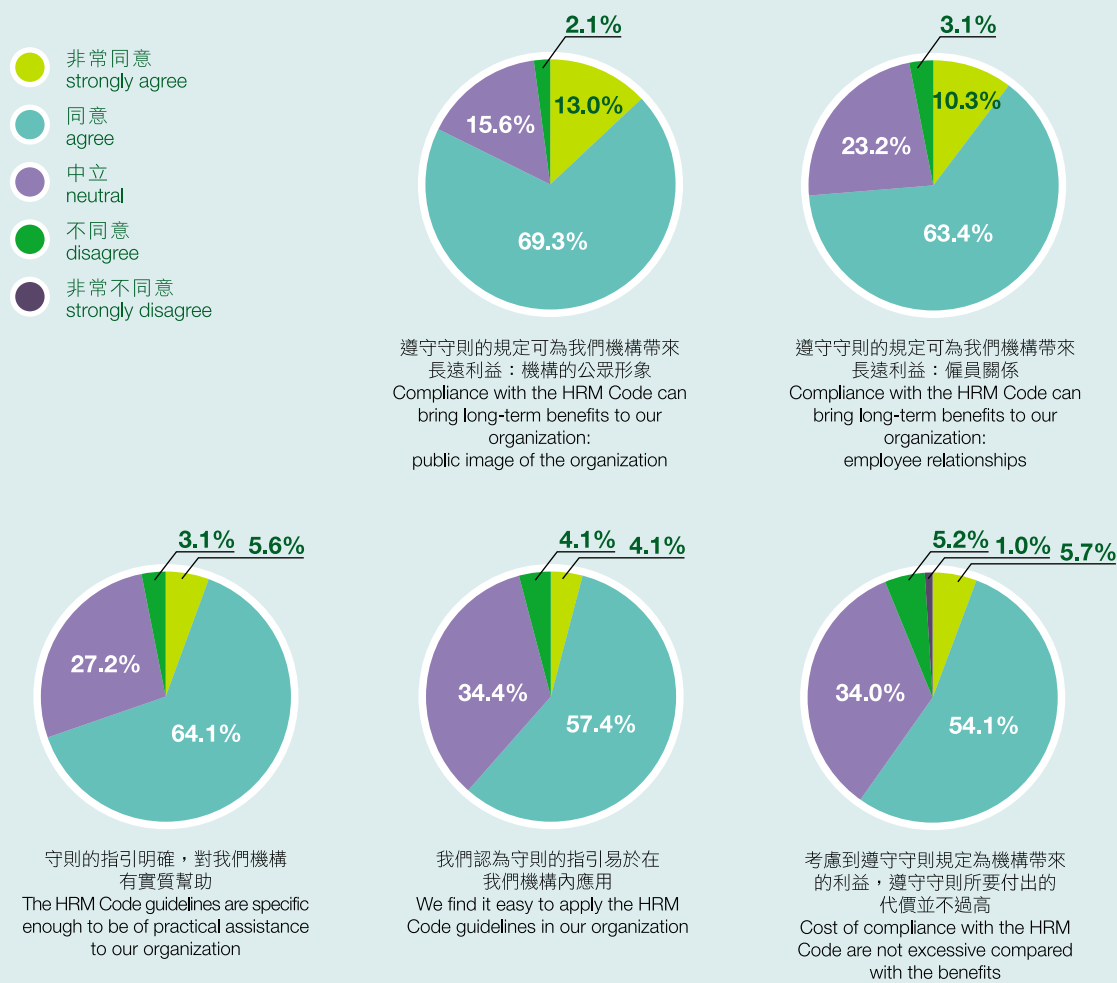
如沒有較不侵犯私隱的做法，僱主只可為保障業務利益而在工作地點進行監察活動  
Workplace surveillance should only be used to protect the interests of business if there is no less intrusive alternative

一般來說，受訪者對公署編寫及出版的《人力資源管理實務守則》抱有積極的態度。認為守則可帶來「長遠利益」的百分率最高，其中82.3%同意當中的利益包括提升「機構的公眾形象」，以及73.7%同意對「僱員關係」有裨益(圖13)。

In general respondents expressed a positive attitude towards the Code of Practice on Human Resource Management ("the HRM Code") written and published by the PCO. "Long-term benefits" brought about by the HRM Code received the highest positive percentage, with 82.3% agreeing that compliance with the provisions of the Code would benefit the "public image of the organization" and 73.7% agreeing that it would "benefits to employee relationships" (Figure 13).

圖13 — 對《人力資源管理實務守則》的態度

Figure 13 – Attitudes towards the Code of Practice on Human Resource Management



有關五個指定經濟行業，即醫療業、銀行及金融業、保險業、地產代理業及電訊業的資料使用者調查的具體結果，請參閱公署的網址：[www.pco.org.hk](http://www.pco.org.hk)。

More specific findings of the Data Users survey pertaining to each of the five economic sectors – healthcare, banking and finance, insurance, real estate, telecommunications – can be found on the PCO's website: [www.pco.org.hk](http://www.pco.org.hk).