

傳達保障個人資料私隱訊息

*Spread the message  
of personal data privacy*



## 機構傳訊主任感言

### Message from Corporate Communications Officer

**公**署機構傳訊部的主要職責，是提高市民對保障個人資料私隱的意識，及推廣遵從《個人資料（私隱）條例》。作為機構傳訊部的其中一員，我很高興能夠參與這項富有意義的工作。

在過去一年，公署舉辦了許多不同形式的推廣及教育活動。為使訊息更有效推廣至各界別人士，公署積極與行業的專業團體合作。在本年報年度，公署與地產代理監管局合辦了一項「地產代理業保障私隱活動」，目的是提高地產代理從業員在日常工作中對保障個人資料的意識。

在籌備這項活動前，我們訪問了各地產代理公司的代表，了解業界對於保障客戶個人資料私隱方面的關注，這些溝通工作能有效地讓我們制定更適切的培訓內容。在進行這項活動期間，碰巧遇著香港的經濟環境逆轉，地產代理行業亦面對經營困難的情況，但地產代理公司仍很支持這個活動，實在十分感謝業界的積極參與。

現今社會普遍認同保障個人資料的重要性，亦支持公署推行的推廣及培訓工作。雖然礙於資源所限，公署現時只有一名專責培訓的職員，但我們會竭盡所能，善用資源，推動社會各界尊重及遵從個人資料的保障。

**李佩儀**

機構傳訊主任（教育）

**T**he major duties of the PCPD's Corporate Communications Division are to enhance the public's awareness of protecting personal data privacy and to promote compliance with the Personal Data (Privacy) Ordinance. As a member of the Corporate Communications Division, I am pleased that I could take part in this meaningful job.

In the past year, the PCPD held various kinds of promotional and educational activities. To effectively convey its messages to people of different sectors, the PCPD has actively cooperated with industry-specific professional bodies. In the reporting year, the PCPD organized the "Personal Data Privacy Campaign for Estate Agency Trade" with the Estate Agents Authority, with the aim of raising the estate agents' awareness of the importance of protecting their customers' personal data privacy when they practise estate agency work.

Before the campaign, we interviewed representatives of estate agencies to find out the industry's concern about the protection of customers' personal data privacy. Through such communication, we could devise appropriate training for them. During the campaign, Hong Kong experienced adverse economic situation. The estate agency trade also encountered business difficulties, but estate agencies still gave unfailing support to the campaign. We really appreciated their active participation.

Nowadays, the community generally recognizes the importance of protecting personal data, and supports the PCPD's promotional and training work. Due to limited resources, there is only one training staff in the PCPD. However, we will do our utmost and make good use of resources to promote respect for and compliance with personal data protection in the community.

**Rebecca Lee**

Corporate Communications Officer (Education)



## 推廣工作

### Communicating Privacy Within the Community

公署的法定職能之一，是促進各界對條例條文的認識及理解以及遵守。為確保資料使用者理解其責任及資料當事人明白他們在法律下的權利，推廣工作是不可或缺的。

回顧自條例實施十三年以來，公署為達致這個目標，進行了以下不同的推廣及教育活動：

It is one of our statutory functions to promote awareness and understanding of, and compliance with the provisions of the Ordinance. To ensure that data users understand their responsibilities and data subjects understand their rights under the law, promotional work had become imperative.

In the past 13 years since the enactment of the Ordinance, the PCPD has carried out an array of promotional and educational activities to achieve this goal as follows:

#### 講座及展覽 Seminars and Exhibitions



宣傳海報及宣傳品 Posters and Souvenirs





刊物 Publications



保障資料主任聯會 Data Protection Officers' Club



推廣活動 Promotional Activities





以下概述公署過去一年所進行的推廣活動。

**A summary of the year's promotional activities follows.**

### 向公眾推廣私隱權利

#### Promoting Privacy Rights Among the General Public

一直以來，公署為不同人士舉辦了不同類型的推廣活動，包括講座、展覽會、傳媒活動、巡迴展覽、刊物及網站，讓他們認識自己的私隱權利。

#### 「私隱關注運動2008」

公署與亞太區私隱機構成員於2007年首次舉辦「私隱關注運動」。這是一項每年一度在亞太區私隱機構各成員國舉行的推廣活動，旨在向公私營機構及社會大眾推廣私隱意識。在每年的「私隱關注運動」中，亞太區私隱機構各成員會聯合舉辦區域性的推廣活動。

2008年的「私隱關注運動」於2008年8月24至30日舉行，主題是「論私隱 你有份」。參與「私隱關注運動2008」的亞太區私隱機構成員，計有澳洲(包括新南威爾斯、維多利亞省及北領地)、加拿大(包括卑斯省)、新西蘭及香港。

Over the years, the PCPD has organized different kinds of promotional activities, aimed at different target groups, to educate the general public about their privacy rights. These have included seminars, exhibitions, mass media campaigns, consumer road shows, publications and a website.

#### Privacy Awareness Week 2008

Privacy Awareness Week (PAW) was first launched in 2007 by the PCPD and members of the Asia Pacific Privacy Authorities (APPA) group. It is an annual promotion for both public and private organizations covered by privacy legislation in APPA member jurisdictions to promote privacy awareness to their staff, customers and to the wider community. During each PAW members jointly organize an APPA-wide promotion.

In 2008, PAW was held from 24-30 August with the theme "Privacy is your Business". APPA members that participated in PAW 2008 were Australia (including New South Wales, Victoria and the Northern Territory), Canada (including British Columbia), New Zealand and Hong Kong.



短片創作比賽的活動 — 參觀香港超域教育片場及參加工作坊。

Video Competition activities – Infinito Education Studio visit and workshops.

國際短片創作比賽

今次的區域性推廣活動是以中學生為對象的國際短片創作比賽。參賽者須製作一段兩分鐘關於私隱的短片，表達他們的意見，例如私隱與現今社會的關係、私隱如何影響或不影響他們的日常生活，或互聯網對私隱的影響。個別的亞太區私隱機構成員首先在當地舉行比賽，選出優勝者，然後再將所有得獎作品交由全體亞太區私隱機構的專員評審，選出亞太區域的得獎者。

為了吸引更多參加者，公署邀請香港青年協會及澳門個人資料保護辦公室參與舉行本地的比賽。

在比賽過程中，公署為學生安排了連串的教育活動，讓他們了解個人資料私隱的保障、創意思維及多媒體製作。

International Video Competition

The APPA-wide promotion was the International Video Competition for secondary school students. The competition required students to produce a two-minute video about any aspect of privacy, such as: their opinion of its relevance in today's society; how it does or does not affect them in their daily lives; or the influence that the Internet has had on privacy. Individual APPA members ran the competition and announced winners at the local level. Winning entries were then assembled and judged by all APPA Commissioners for APPA-wide prizes.

To extend the competition to a wider audience, the PCPD invited the Hong Kong Federation of Youth Groups and the Office for Personal Data Protection, Macao on board to run the local competition together.

In the course of the competition, the PCPD organized a number of educational activities for the students to learn about the protection of personal data privacy, creative thinking and multimedia production.



短片創作比賽的活動 — 參觀香港超域教育片場及參加工作坊。  
Video Competition activities – Infinito Education Studio visit and workshops.



是次比賽反應踴躍，港澳區共接獲44份參賽作品。本港三隊創意橫溢的中學生，憑著優秀的拍攝作品，同時囊括港澳區及國際獎項的冠、亞及季軍，表現出色。得獎者於2008年8月28日舉行的頒獎典禮中領取獎項。此外，著名導演葉念琛先生亦應邀出席頒獎禮，並與學生分享電影製作經驗及有關資料私隱的看法。

澳門區的短片創作比賽頒獎典禮則於2008年8月30日舉行。

The competition received an overwhelming response with a total of 44 entries from Hong Kong and Macao. Three teams of Hong Kong secondary students won the first, second and third places in both the international and local stages of the competition for their brilliant performances. The winners received their prizes at a prize presentation ceremony on 28 August 2008. On the same occasion, renowned film director, Mr. Yip Lim-sum, shared his filmmaking experience and thoughts about data privacy with the students.

A ceremony for the presentation of prizes to winners in Macao was held on 30 August 2008.



導演葉念琛先生(左)分享他的經驗及看法。  
Film director Mr. Yip Lim-sum (left) shared his experience and thoughts.



私隱專員吳斌先生(中排左四)與國際短片創作比賽得獎者。  
The Commissioner Mr. Roderick Woo (middle row, fourth from left), and the winners of the International Video Competition.



私隱專員吳斌先生(前排右四)、澳門個人資料保護辦公室主任陳海帆女士(前排右五)與澳門區的短片創作比賽得獎者。

The Commissioner Mr. Roderick Woo, (first row, fourth from right), Ms. Chan Hoi-fan, Coordinator, Office for Personal Data Protection, Macao (first row, fifth from right) and the Video Competition winners from Macao.

### 開展儀式

為透過傳媒向社會傳遞「私隱關注運動2008」的訊息，公署於2008年8月25日舉行一個大型的開展儀式。主禮嘉賓來自公私營機構的高層人員，象徵香港各界齊心協力保障個人資料私隱。

### Inaugural Ceremony

To disseminate the message about data privacy to the community through the mass media, a large-scale PAW 2008 inaugural ceremony was held on 25 August 2008. Official guests included senior personnel from both the private and public sectors. The ceremony symbolized the concerted efforts being made in protecting personal data privacy across the community.



私隱專員吳斌先生於「私隱關注運動2008」開展儀式上致辭。  
The Commissioner Mr. Roderick Woo, delivered the opening speech at the PAW 2008 inaugural ceremony.



「私隱關注運動2008」主禮嘉賓：（左起）私隱專員吳斌先生、澳門個人資料保護辦公室主任陳海帆女士、SONY（新力）香港有限公司企業傳訊部高級經理李詠珊女士、消費者委員會總幹事劉燕卿女士、醫院管理局行政總裁蘇利民先生、入境事務處處長白韜六先生，及政制及內地事務局局長林瑞麟先生。

Official guests of PAW 2008: (from the left) The Commissioner Mr. Roderick Woo; Ms. Chan Hoi-fan, Coordinator, Office for Personal Data Protection, Macao; Ms. Esther Lee, Senior Manager, Corporate Communications Department, Sony Corporation of Hong Kong Ltd; Ms. Connie Lau, Chief Executive, Consumer Council; Mr. Shane Solomon, Chief Executive, Hospital Authority; Mr. Simon Peh, I.D.S.M., Director of Immigration; and Mr. Stephen Lam, JP, Secretary for Constitutional and Mainland Affairs.



### 特為保障資料主任聯會會員而設的研討會

公署於2008年8月27日為保障資料主任聯會會員舉行研討會，探討「手提電話的保安措施」及「Foxy共享軟件的保安研究」。香港大學資訊保安及密碼學研究中心鄧錦沛博士，及星島雜誌集團有限公司副總編輯鄧宇恆先生應邀向會員講解在使用新科技產品時如何保障個人資料。

### Seminar for Members of the Data Protection Officers' Club

A seminar on “Security Measures for Mobile Phones” and “Security Analysis of the Foxy Peer-to-Peer File Sharing Tool” was organized for members of the Data Protection Officers' Club on 27 August 2008. Ir. Dr. K.P. Chow, Centre Associate Director of the Centre for Information Security and Cryptography, University of Hong Kong; and Mr. Tang Yu-hang, Deputy Editor-in-Chief, Sing Tao Magazine Group Limited, were invited to teach members how to protect personal data when using modern gadgets.



保障資料主任聯會研討會。  
DPOC seminar.

### “用「腦」你至醒”講座

為提高年青人對私隱的關注，公署於2008年8月29日舉辦了一場公開講座，主題是如何安全使用電腦。公署邀得著名導演李力持先生及星島雜誌集團有限公司副總編輯鄧宇恆先生作演講嘉賓。在場人士亦獲贈一本介紹電腦保安的小冊子《電腦安全你要知 個人資料你話事》。

### “Use the Computer Wisely” Seminar for Youngsters

To raise young people's awareness of privacy, a public seminar on how to use the computer wisely was held on 29 August 2008. Mr. Lee Lik-chee, renowned film director, and Mr. Tang Yu-hang, Deputy Editor-in-Chief of the Sing Tao Magazine Group Limited, were invited to speak to the young audience. To help educate young people to use the computer wisely, the PCPD also released a booklet titled “Protect your personal data while engaging in IT-related activities” on the same occasion.



### 「地產代理業保障私隱活動」

繼首次成功為特定行業舉辦的私隱活動——「酒店業保障私隱活動」之後，公署本年度為地產代理從業員舉辦類似活動。在2008年8月26日，公署舉行了「地產代理業保障私隱活動」啟動儀式暨「認識《個人資料（私隱）條例》」講座。

活動旨在提高地產代理從業員在日常工作中對私隱風險的意識，及提供保障客戶個人資料的指引，以遵從條例的規定。為了得到業界的支持，公署邀請地產代理監管局（下稱「監管局」）聯合舉辦是項活動。為吸引地產代理從業員參加這個活動，公署特別設計了一個獲監管局專業進修委員會認可的培訓課程，參加者可獲得持續專業進修計劃學分，並可在完成課程後得到出席證書。

### Personal Data Privacy Campaign for the Estate Agency Trade

Subsequent to the resounding success of the first industry-wide privacy campaign for hoteliers, the PCPD organized a second campaign for the estate agency trade. To mark the event, a launch ceremony cum seminar for the campaign was held on 26 August 2008 during the PAW 2008.

The campaign aimed at raising estate agents' awareness of privacy risks in their everyday work, and providing guidance in protecting customers' personal data in compliance with the provisions of the Ordinance. To gain support from the industry, the PCPD invited the Estate Agents Authority ("EAA") to co-organize the campaign. To encourage estate agents to enrol in the campaign, the PCPD had especially developed a training course, which was endorsed by the EAA Professional Development Committee, to enable estate agents to earn Continuing Professional Development points for attending the seminars. Estate agents also received certificates of attendance upon completion of the training course.



地產代理監管局副主席廖譚婉瓊女士（前排左二）、私隱專員吳斌先生（前排左三）及其他嘉賓出席「地產代理業保障私隱活動」啟動儀式。EAA Vice-chairman Mrs. Amy Liu (first row, second from left), the Commissioner Mr. Roderick Woo (first row, third from left) and other guests at the launch ceremony of the Personal Data Privacy Campaign for the Estate Agency Trade.



活動為期約一年，共舉辦30個講座，超過1,400名地產代理從業員參加。

The campaign lasted for about a year with a total number of 30 seminars attended by more than 1,400 real estate agents.



此外，公署亦出版了一本《地產代理妥善處理客戶個人資料》小冊子，為地產代理從業員提供保障客戶個人資料的實務指引。

In addition, a compact handbook titled "Proper Handling of Customers' Personal Data by Estate Agents" was released. The handbook provides practical guidelines on the protection of customers' personal data for estate agents.



傳媒

在本年報期內，公署接獲343項傳媒查詢，較上年度多百分之八。傳媒查詢有關私隱的社會議題包括：

- 公立醫院洩漏資料
- 銀行遺失資料
- 政府部門洩漏資料
- 收集僱員的醫療資料
- 在公眾地方安裝閉路電視
- Google街景計劃

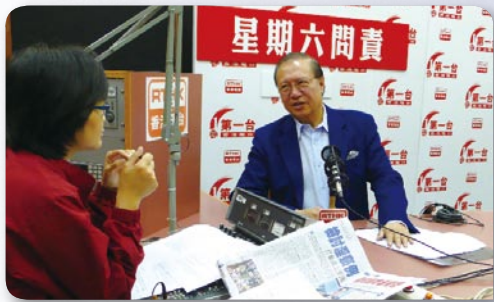
在本年報期內，公署發出了42篇新聞稿，舉行了兩次簡報會及六次記者會。

Media

The PCPD received 343 media enquiries during the reporting year, 8% higher than the previous year. The enquiries concerned a range of privacy related social issues:

- Data leakage by public hospitals
- Data loss by a bank
- Data leakage by government departments
- Collection of employee's medical data
- Installation of CCTVs in public places
- Google street view project

During the reporting year, the PCPD issued 42 press releases and organized 2 press briefings and 6 press conferences.





公署網頁

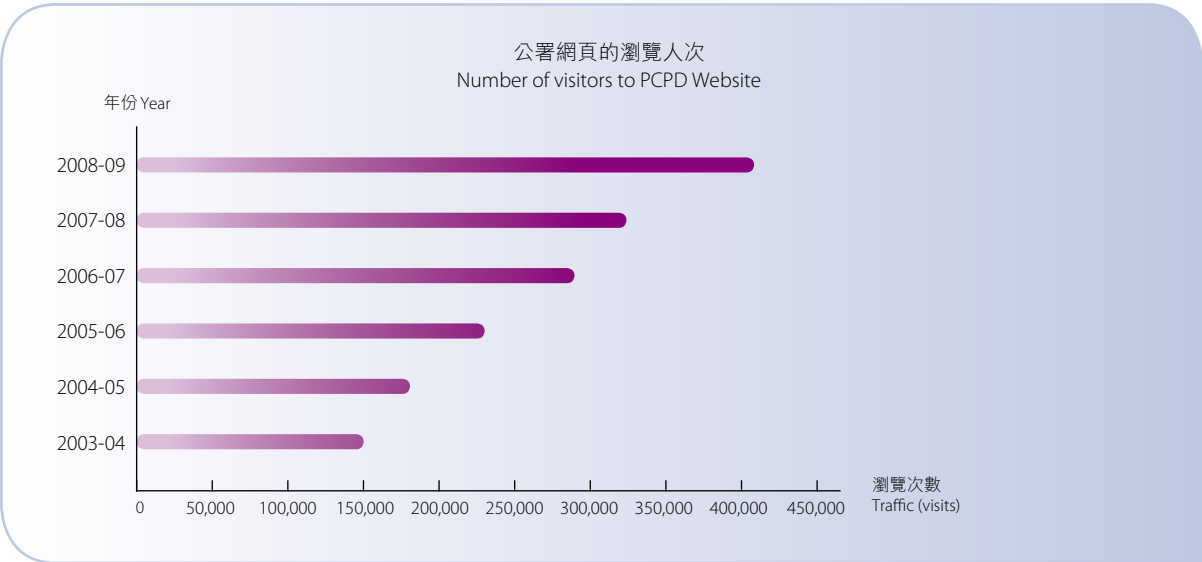
公署充分利用其網頁 (www.pcpd.org.hk) 向社會各界傳遞保障私隱的訊息。在本年報期內，網頁共錄得 409,096 次瀏覽人次，平均每月接近 34,000 次。

網頁最多人瀏覽的部分是「個案簡述」(269,416 次) 及「個人資料 (私隱) 條例」(371,320 次)。最多人下載的部分是「實務守則及指引」(100,945 次) 及查閱資料要求表格 (14,090 次)。公署的網頁是公眾查閱公署資訊及刊物的便捷途徑。

Website

The PCPD made full use of its website (www.pcpd.org.hk) to disseminate privacy protection messages to different segments of the community. During the reporting period, the site received 409,096 visits, an average of almost 34,000 visits each month.

Sections that web users visited most frequently were: "Case Notes" (269,416 views) and "The Personal Data (Privacy) Ordinance" (371,320 views). The most popular files downloaded by web users were Codes of Practice and Guidelines (100,945 downloads), and the Data Access Request Form (14,090 downloads). This reveals that the PCPD website is a convenient platform for the public to access PCPD's information and publications.



刊物

公署繼續透過其通訊「私隱專員公署通訊」，讓讀者得悉香港最新的保障私隱活動。公署於本年報期內出版了兩份通訊，報導公署的最新消息及發展。

Publications

The PCPD continued to make use of its newsletter, *PCPD News*, to keep readers abreast of Hong Kong's privacy protection efforts. Two issues of *PCPD News* were published during the year to highlight the PCPD's achievements and latest development.



《電腦安全你要知 個人資料你話事》  
“Protect your personal data while  
engaging in IT-related activities”

年青人喜歡透過網上日誌或交友網站聯繫，因為這種方式快捷又方便。但當他們不經意地在網絡世界向陌生人披露其個人資料時，私隱風險隨即而來。為提醒年青人個人資料私隱的重要性，公署出版了一本名為《電腦安全你要知 個人資料你話事》的小冊子，深入淺出地介紹電腦病毒與私隱、USB 可攜儲存裝置的保安、檔案分享軟件，以及安全使用無線上網等問題。

私隱專員新修訂的查閱資料要求表格（下稱「表格」）已於2008年4月1日生效。新修訂的表格清楚列明條例規定資料使用者在履行查閱資料要求時的責任。

公署亦修訂了《如何行使個人資料（私隱）條例賦予你的查閱個人資料權利》的小冊子。該小冊子詳述個人在條例下的查閱資料要求權利，並提供如何填寫表格的指引。

個人資料私隱專員公署 2007-08 年度年報

公署 2007-08 年度年報再度榮獲第 19 屆國際 Astrid Awards「年報 — 整體表現 — 非牟利機構」組別的銅獎。

該年報的主題是「大同世界 維護私隱」，意即現今世界個人資料需要跨境傳輸；只有透過各地通力合作，個人資料私隱才可以更有效得到保障。

Young people like communicating online via blogs or social networking websites for their speed and convenience, which poses privacy risks when they unknowingly expose their personal information to strangers in the cyber world. To remind young people of the importance of personal data privacy, the PCPD published a booklet titled “Protect your personal data while engaging in IT-related activities” containing information about computer viruses and privacy, security of USB flash drives, file-sharing software, and the safe use of Wi-Fi.

The amended Data Access Request Form (“the Form”) specified by the Commissioner took effect on 1 April 2008. The amended Form expressly stated the requirements in the Ordinance relating to the duties of a data user when complying with a data access request.

The PCPD has also revised the explanatory pamphlet “Exercising Your Data Access Rights” which spelled out the rights of the individual relating to data access requests under the Ordinance, and provides guidance to individuals on how to fill out the Form.

PCPD 2007-08 Annual Report

The PCPD is very proud that it again won the Bronze Prize in the 19<sup>th</sup> Astrid Awards in the category of Annual Reports (Overall Presentation – Non-Profit) for its 2007-08 Annual Report.



The theme of the 2007-08 Annual Report was “Global Privacy Protection” in recognition of how personal data flows freely across national and territorial boundaries. It highlighted the message that only through international efforts can personal data protection be better available to people in Hong Kong.



## 向資料使用者推廣私隱循規

### Promoting Compliance Among Data Users



#### 保障資料主任聯會

保障資料主任聯會（「聯會」）於2000年由公署成立，讓保障資料主任能夠得悉有關條例實施的各項議題。較重要的是，聯會提供一個途徑，讓會員可以分享有關私隱的良好行事方式，以及加強與公署的溝通。

聯會成立十年，擁有超過320名來自公私營機構的會員，包括私隱、循規、法律事務、規管、執法及客戶關係等範疇。在本年報期內，公署為聯會會員舉辦了不同類型的活動，提高他們對資料保障的認識。

#### 參觀入境事務處博物館

聯會會員於2008年6月6日獲入境事務處接待，參觀入境事務處博物館，深入了解入境事務處的工作及歷史。此外，會員亦有機會與其他會員和入境事務主任交流有關保障個人資料的知識。

#### Data Protection Officers' Club (DPOC)

Established by the PCPD in 2000, the DPOC provides an opportunity for data protection officers to be informed about issues relating to the implementation of the Ordinance. More importantly, the DPOC provides a forum for the exchange of ideas relating to good privacy practices and to enhance interaction with the PCPD.

In its 10<sup>th</sup> membership year, the DPOC has successfully recruited over 320 members. DPOC members include those working in the privacy, compliance, legal affairs, regulatory, law enforcement and customer relations areas from both the public and private sectors in Hong Kong. During the reporting year, various kinds of activities were organized for DPOC members to enhance their knowledge of data protection.

#### Visiting the Museum of the Immigration Department

The Immigration Department kindly offered a guided visit to the Immigration Museum for DPOC members on 6 June 2008. Members were able to gain an insight into the work and history of the Immigration Department. Members also had the opportunity to exchange information about personal data protection with other members and Immigration Officers.



#### 工作坊及講座

在「私隱關注運動2008」舉行期間，公署於2008年8月27日為會員舉行研討會，探討「手提電話的保安措施」及「Foxy共享軟件的保安研究」。2008年11及12月，聯會舉辦了八個工作坊，講解條例在人力資源管理及查閱資料要求方面的規定，出席會員超過220名。

#### Workshops and Seminars

On 27 August 2008, a seminar on "Security Measures for Mobile Phones" and "Security Analysis of the Foxy Peer-to-Peer File Sharing Tool" was also organized for members during PAW 2008. In November and December 2008, eight workshops, which featured the requirements of the Ordinance in relation to human resource management and data access requests, were conducted and well attended by over 220 members.

### 講座、演講及展覽

#### (公開講座、機構講座、為特定團體而設的講座)

為了加強資料使用者對條例的認識，及提醒他們保障個人資料私隱的重要性，私隱專員及公署職員在本年報期內繼續為97間公私營機構舉辦講座。此外，公署亦定期為市民舉辦了12次免費簡介講座，向市民講解私隱條例的主要規定。

### Seminars, Speaking Engagements and Exhibitions

#### (Open Seminars, In-house Seminars and Seminars for Specific Groups)

To strengthen data users' understanding of the requirements of the Ordinance, and remind them of the importance of privacy protection in relation to personal data, the Commissioner and his staff continued to conduct seminars to 97 private and public organizations in the reporting year. In addition, the PCPD organized 12 free public introductory seminars on the requirements of the Ordinance.



私隱專員吳斌先生(右)於2008年9月26日在香港電腦學會主辦的香港國際電腦會議中演講。

The Commissioner Mr. Roderick Woo (right) delivered a speech at the Hong Kong International Computer Conference organized by the Hong Kong Computer Society on 26 September 2008.



私隱專員吳斌先生(前排右四)於2008年7月3日向香港醫學會會員主講資料外洩問題。

The Commissioner Mr. Roderick Woo (first row, fourth from right) gave talk to Council members of the Hong Kong Medical Association on data leakage on 3 July 2008.



私隱專員及公署職員亦曾進行了四次演講，推動商業機構、專業團體、非牟利機構及政府部門遵從私隱條例的規定。

曾參與公署舉辦的講座及培訓的機構名單載列於第 152 至 154 頁。

The Commissioner and his staff also undertook four speaking engagements to business, professional and non-profit organizations, as well as to government departments.

A list of organizations for which the PCPD staff conducted seminars and speaking engagements is included at p.152 to p.154.



教育及職業博覽 2009

公署於2月19至22日參加了「教育及職業博覽2009」，藉此機會教導年青人在求職時只提供所需的個人資料。例如，求職者不應隨便向身份不明的機構（即「匿名」招聘廣告）提供個人資料。公署職員舉辦了題為「如何在求職時保障個人資料私隱」的講座、向參加人士派發宣傳資料，並解答有關問題。

Education & Careers Expo 2009

The PCPD participated in the “Education & Careers Expo 2009” from 19 to 22 February and took the opportunity to teach young people to provide only necessary personal data in the course of job seeking. For instance, job seekers should not readily provide their personal data to unidentified organizations, as in “blind recruitment advertisements”. PCPD staff delivered a talk on “Protect job seekers’ personal data privacy”, distributed promotional leaflets, and answered visitors’ questions at the Expo.

