

保護私隱 人人有責
Your Personal Data Privacy Matters



推廣及教育工作
Promotion and Public Education

4

推廣及教育工作
Promotion and Public Education



最佳傳媒夥伴 — 香港經濟日報

Best Media Partner – Hong Kong Economic Times

左: 香港經濟日報集團有限公司董事總經理兼執行董事麥炳良先生

Left: Mr. Perry Mak, Managing Director and Executive Director, Hong Kong Economic Times Holdings Ltd.



最佳教育夥伴 — 香港大學

Best Education Partner – University of Hong Kong

左: 香港大學何沛德博士

Left: Dr. P. T. Ho, Deputy Director, IT Services, University of Hong Kong



最佳教育夥伴 — 香港青年協會

Best Education Partner - Hong Kong Federation of Youth Groups

左: 香港青年協會網站總監魏遠迎先生

Left: Mr. Ken Ngai, Website Director, Hong Kong Federation of Youth Groups



最佳推廣夥伴 — 香港電腦學會

Best Promotion Partner – Hong Kong Computer Society

左: 香港電腦學會會長劉嘉敏先生

Left: Mr. Stephen Lau, President, Hong Kong Computer Society



最佳推廣夥伴 — 互聯網專業協會

Best Promotion Partner - Internet Professional Association

左: 香港互聯網專業協會副會長洪為民先生

Left: Mr. Witman Hung, Vice President, Internet Professional Association



最佳培訓夥伴 — 香港通訊業聯會

Best Training Partner - Communications Association of Hong Kong

左: 香港通訊業聯會行政成員洪秋偉先生

Left: Mr. Peter Hung, Executive Committee Member, Communications Association of Hong Kong

推廣及公眾教育

PROMOTION AND PUBLIC EDUCATION

隨著近幾年發生連串的嚴重私隱違規事件，公眾對私隱權利的意識和期望大大提高。因應這情況，公署為社會不同層面的人士推出連串的推廣及教育活動。很多活動都是與相關機構聯合舉辦，以接觸更多人士及鼓勵公眾參與。

In recent years, a number of major privacy-intrusion events have taken place which led to an unprecedentedly high level of public awareness and concern about individuals' privacy rights. In response, the PCPD introduced an array of promotional and educational activities targeting different sectors of the community. Many of these initiatives were jointly organized with relevant organizations to allow us to reach a larger audience to raise public awareness and increase engagement.

向市民推廣私隱權利

PROMOTING PRIVACY RIGHTS AMONG THE GENERAL PUBLIC

私隱關注運動2011

Privacy Awareness Week 2011

公署與亞太區私隱機構成員繼續合辦「私隱關注運動」，在區內推廣私隱意識。踏入第五屆的「私隱關注運動」於2011年5月1至7日舉行。來自澳洲、加拿大、香港、墨西哥、新西蘭及南韓的亞太區私隱機構成員聯合進行一項名為「社交網絡與私隱」的網上意見調查，探討公眾對社交網絡與私隱的看法，例如年青人如何使用社交網站及有沒有採取網上保安措施。超過一萬人回應該調查，調查結果於2011年12月公布。此外，公署與亞太區私隱機構成員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。

The PCPD continued to promote privacy awareness in the region, together with members of the Asia Pacific Privacy Authorities (APPA), by organizing Privacy Awareness Week (PAW). Now in its fifth year, PAW 2011 was held from 1 to 7 May 2011. APPA members from Australia, Canada, Hong Kong, Mexico, New Zealand and South Korea made a collective effort to conduct an online survey on "Social Media and Privacy" to gauge the general public's attitude towards privacy and social networking, e.g. how young people used social networking websites and whether they adopted online security measures. More than 10,000 people responded to the survey and the results were released in December 2011. APPA members also jointly produced an animation reminding people to be careful when putting personal data on social networking websites.



短片

Animation

在香港，私隱關注運動集中以年青人為推廣對象，鼓勵他們在使用社交網站時保護個人資料。有關活動亦與「保障私隱學生大使」計劃同時進行。以下是「私隱關注運動2011」的活動概覽：

In Hong Kong, the PAW focus was on youth. Young people were encouraged to protect their personal data when using social networking websites. The activities also tied in with the Privacy Protection Student Ambassador programme. Below is a glance of PAW 2011 activities:

推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

開展儀式 — 超過200名中學生宣誓成為「保障私隱學生大使」，承諾以短片、話劇、校園廣播、海報等各種形式在校內向其他同學宣揚保護個人資料私隱的訊息。

Inauguration ceremony Over 200 secondary school students took an oath to become Student Ambassadors committing themselves to promoting personal data privacy among their peers through various communication channels, such as short videos, plays, radio broadcasts and posters.



「私隱關注運動2011」主禮嘉賓：（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。

Officiating at the ceremony were Privacy Commissioner Mr. Allan Chaing, Secretary for Constitutional and Mainland Affairs Mr. Stephen Lam, and Chairman of the Commission on Youth Mr. Bunny Chan.



小冊子 — 公署出版了「潮用互聯網 醒目保私隱」小冊子，為年青人提供上網(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。

Pamphlet The PCPD published a pamphlet providing young people with tips on personal-data protection on the Internet (especially when using social networking websites) and when using mobile phones.



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PROMOTION AND PUBLIC EDUCATION

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談」，由私隱專員與年青人直接分享在日常生活中如何保障私隱。這活動在香港青年協會網站(www.u21.hk)直播。

Face-to-face interaction The Privacy Commissioner shared his thoughts on privacy protection in daily life in a face-to-face interaction with a group of young people in a joint event with the uChannel of the Hong Kong Federation of Youth Groups. The talk was broadcast live online (www.u21.hk).



公開講座－公署分別為教師和企業人員舉辦了兩場講座，名為「引導中學生善用互聯網 謹慎網上發放個人資料」及「守法又畧客 企業輕鬆保障個人資料」。

Public seminars Two seminars entitled “How to Guide Students on the Proper Use of the Internet” and “How Business Corporations can Protect Personal Data” were conducted for teachers and business executives.



推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

「社交網絡與私隱」網上意見調查

公署於2011年5月1至31日與亞太區私隱機構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。這項調查是「私隱關注運動 2011」的活動之一。

調查顯示，與一般的假設相反，人們其實關心他們在社交網站的私隱。很多人嘗試限制查看其資訊的人士。但三分一受訪者表示，他們不知道如何使用私隱設定。這意味社交網站並不是易於讓人明白如何選擇誰人可以閱覽他們所張貼的資訊。網站經常更改私隱設定更使用戶無所適從。

調查結果亦顯示，網站用戶擔心社交網站會怎樣使用其資料。近68%受訪者表示，如社交網站將其資料用於他們沒有預期的用途，他們會停止使用該網站。此外，約46%受訪者表示對網站追蹤他們的活動以作出促銷，感覺非常不好，或頗為不好。不過，近62%受訪者承認沒有閱讀網站的私隱政策或條款，大多因為這些政策或條款太長或難以理解。有見及此，公署需要在這方面提供協助，特別出版了《在網絡世界保障私隱－精明使用社交網站》小冊子。

Online Survey of “Social Media and Privacy”

As part of PAW 2011, the PCPD, in conjunction with other members of the APPA, conducted an online survey on the general public’s experience with privacy and social networking from 1 May to 31 May 2011.

The survey revealed that contrary to popular assumptions, people do care about their privacy on social networking sites. Many people tried to restrict access to their information. But a third of the respondents indicated that they were not sure how to use their privacy settings. This suggested that social networking sites are not making it as easy as they should for people to understand how to choose who sees the information they post. Constant changes to privacy settings by the site operators do not help.

The survey results also revealed that people were worried about what the social networking companies might be using their information for. Nearly 68% of people said they would stop using a site that used its information in a way they had not expected. In addition, around 46% said they were very uncomfortable, or quite strongly uncomfortable, about sites tracking their activities in order to target marketing to them. However, nearly 62% of respondents confessed that they did not read the privacy policies or terms and conditions of the sites, often because they were too long or incomprehensible. This highlights the need for the PCPD to help people translate their concerns into action. For this purpose, the PCPD published a leaflet titled “Protecting Online Privacy – Use Social Networking Sites Smartly”.



有關這網上調查的更多資料，請參閱以下網頁：
<http://www.privacyawarenessweek.org/>

More information about the survey is available at:
<http://www.privacyawarenessweek.org/>

推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

「保障私隱學生大使」計劃

公署繼續透過互動教育計劃，由中學生擔當推廣角色向友儕傳遞保障個人資料私隱的訊息。

年內，超過700名來自31間中學的同學參加了這個計劃。在3至4月間的學習階段，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）。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。

Privacy Protection Student Ambassador Programme

The PCPD continued to encourage secondary school students to promote the importance of protecting personal data privacy to their peers through an interactive educational programme.

This year, over 700 students from 31 secondary schools participated in the programme. During the learning stage between March and April, the Student Ambassadors attended tailor-made seminars and workshops to learn about privacy rights, promotion skills and production techniques (graphic design and short video production). Then they were given an opportunity to exercise their creativity by adopting various communication channels, such as short videos, plays, broadcasts, posters and surveys, to publicize the notion of protecting personal data privacy in their respective schools during PAW 2011.



展覽

公署在2月9至12日參加了由貿易發展局舉辦的「教育及職業博覽2012」，藉此機會提醒求職者在求職時小心披露個人資料。公署的攤位共吸引了超過6,000名入場人士參觀。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，並解答有關問題。

Exhibitions

The PCPD participated in the "Education & Careers Expo 2012" (organized by the Hong Kong Trade Development Council) from 9-12 February. The PCPD took the opportunity to remind job seekers to be cautious about the disclosure of personal data when seeking jobs. Over 6,000 people visited the PCPD booth. PCPD staff delivered a talk entitled "Protecting Job Seekers' Personal-Data Privacy" at the Expo and answered visitors' questions.

推廣及公眾教育 PROMOTION AND PUBLIC EDUCATION

大學私隱資訊日

大學生是社會未來棟樑，公署十分重視向他們推廣保障私隱及資料的訊息。為此，公署首次走進大學校園，舉辦以大學生為對象的大型保障個人資料私隱互動教育活動。公署於2011年10月中起至2012年3月，巡迴了全港十間大學／大專院校，向大學生及教職員推廣保障個人資料私隱的重要性，並提醒他們保護個人資料的方法。活動包括講座、展板及問答遊戲。這項活動共吸引超過九千名人士參與。

參與活動的十間大學／大專院校包括：香港城市大學、香港浸會大學、香港樹仁大學、嶺南大學、香港中文大學、香港教育學院、香港理工大學、香港科技大學、香港大學，及香港公開大學（排名不分先後）。

此外，公署繼續為就讀與資料保障直接有關的課程（如工商管理系、酒店及旅遊管理系）的大學生舉辦免費講座。這項活動得到多間大學的大力支持和積極參與。

University Education Day

The PCPD attaches great importance to promoting privacy and data protection to university students, who will be the pillars of our society in the future. The PCPD organized an interactive, face-to-face privacy educational promotional activity on university campuses for the first time. From mid-October 2011 to March 2012, the PCPD went to 10 universities/tertiary educational institutes in Hong Kong to promote the importance of personal data privacy protection among students and staff, and remind them of the means to achieve this. The activities included seminars, panels displaying personal data privacy protection information, and quizzes. The campaign attracted over 9,000 participants.

The 10 participating universities/tertiary educational institutes were (in alphabetical order): City University of Hong Kong, Hong Kong Baptist University, Hong Kong Shue Yan University, Lingnan University, The Chinese University of Hong Kong, The Hong Kong Institute of Education, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology, The University of Hong Kong, and The Open University of Hong Kong.

The PCPD also continued to organize seminars for students in some disciplines for which data protection is directly relevant (e.g. Business Administration, and Hotel and Tourism Management). The campaign has received strong support from various universities.



推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

向資料使用者推廣私隱循規

個人資料私隱專員公署合作夥伴頒獎禮

公署在致力履行保障個人資料私隱這個使命的過程中面對著不少挑戰，獲得合作夥伴和擁有共同理念的機構在執法、規管、典範借鑑、傳媒宣傳、教育、推廣及培訓等範疇，給予大力支持。為表彰它們的貢獻，私隱專員頒發獎項給它們。

11間得獎機構及多間支持機構的代表踴躍出席頒獎典禮。得獎機構的名單如下：

PROMOTING COMPLIANCE AMONG DATA USERS

PCPD Partnership Award

In confronting the challenges in our mission to protect the personal data privacy of individuals, the PCPD has received unstinting support from partners and like-minded organizations in the areas of enforcement, regulation, benchmarking, media exposure, education, promotion and training. In recognition of their exemplary contribution, the Commissioner presented awards to selected partners at the “PCPD Partnership Award” ceremony on 29 March 2011.

The ceremony was attended by 11 awardees and a large number of guests from supporting organizations. Following is the list of the awardees:



最佳政府夥伴 Best Government Partner

政制及內地事務局
Constitutional & Mainland
Affairs Bureau

最佳執法夥伴 Best Enforcement Partners

律政司、香港警察
Department of Justice and
Hong Kong Police Force
(the Police)

最佳監管夥伴 Best Regulatory Partner

香港金融管理局
Hong Kong Monetary Authority

最佳典範參考夥伴 Best Benchmarking Partner

平等機會委員會
Equal Opportunities Commission

最佳傳媒夥伴 Best Media Partner

香港經濟日報
Hong Kong Economic Times

最佳教育夥伴 Best Education Partner

香港大學、香港青年協會
University of Hong Kong, Hong
Kong Federation of Youth Groups

最佳推廣夥伴 Best Promotion Partner

香港電腦學會、互聯網專業人員協會
Hong Kong Computer Society,
Internet Professional Association

最佳培訓夥伴 Best Training Partner

香港通訊業聯會
Communications Association
of Hong Kong

推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

為特定行業而設的保障私隱活動

為了以具成本效益的方法提供私隱培訓，公署舉辦第五個為特定行業而設的保障私隱活動。在年內，公署與香港通訊業聯會聯合向電訊從業員推廣私隱意識。活動主題為「保障個人資料 — 我做得到！」

Industry-Specific Privacy Campaign

In order to provide privacy training in a cost-effective way, the PCPD organized the fifth industry-specific privacy campaign during the year, joining hands with the Communications Association of Hong Kong to promote privacy awareness among practitioners in the telecommunications industry. The title of the campaign was “Protecting Personal Data: I Can Do It!”.



私隱專員蔣任宏先生(右)與香港通訊業聯會主席陳重義博士主持「電訊業保障私隱活動」開展儀式。
Privacy Commissioner Mr. Allan Chiang (right) and Chairman of the Communications Association of Hong Kong, Dr. Hubert Chan officiated at the inaugural ceremony of “Privacy Campaign for Telecommunications Industry”.

期間公署人員為多間電訊公司的職員舉辦18場培訓講座，講解《個人資料(私隱)條例》及剖析業界個案，並解答參加者的問題，共有超過1,700名電訊從業員參與。此外，主辦機構亦舉辦一項演講比賽，讓電訊從業員思考私隱、抒發在保障個人資料私隱方面的看法，並與同業分享經驗。

During the Campaign, the PCPD organized 18 seminars for the staff of individual telecommunications companies to explain the requirements under the Ordinance, analyze related cases for them and answer questions about data protection. Over 1,700 participants attended the seminars. A speech contest was also held for telecommunication practitioners to encourage them to think about privacy, express their views on personal data privacy protection and share their experience.



個人資料私隱專員蔣任宏先生於電訊業保障私隱活動閉幕禮上致歡迎辭。
Opening remarks delivered by Mr. Allan Chiang, Privacy Commissioner for Personal Data



「保障個人資料 — 我做得到！」演講比賽得獎者與評判團合照。
Group photo of judges and winners of “Protecting Personal Data: I Can Do It!” Speech Competition

推廣及公眾教育 PROMOTION AND PUBLIC EDUCATION

保障資料主任聯會

保障資料主任聯會(「聯會」)於2000年成立，讓保障資料主任能夠得悉有關條例實施的各項議題。聯會更重要的作用是提供一個途徑讓會員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12年，擁有超過380名來自公私營機構的會員，包括循規、法律事務、規管、執法及客戶關係等範疇。在年報期內，公署為聯會會員舉辦了各類型的活動，提高他們對資料保障的認識，並讓他們彼此分享資料保障實務。

Data Protection Officers' Club (DPOC)

Established in 2000, the Data Protection Officers' Club (DPOC) provides its members with a platform for networking and exchanging ideas relating to good privacy practices. The DPOC provides members with an enhanced forum for interaction with the PCPD, thereby enabling them to receive first-hand information about issues relating to the implementation of the Ordinance.

In its 12th membership year, the DPOC had over 380 members with backgrounds in compliance, legal affairs, regulatory fields, law enforcement and customer relations, from both the public and private sectors. During the reporting year, a wide range of activities were organized for DPOC members to enhance their knowledge of data protection and share best data-protection practices.



會員於2011年9月15日到訪國泰城，互相分享保障資料的經驗。
Members visited Cathay Pacific City on 15 September 2011 and shared their data protection experience.



公署舉辦多個簡介會，讓會員掌握最新資訊。
A number of briefing sessions were held for members to get the latest privacy protection news.



分享會 — 醫院管理局黃永昌先生分享在工作中提高個人資料保障的經驗。
Sharing Session – Mr. Dickson Wong of the Hospital Authority shared his experience in enhancing personal data protection in the work culture.

機構及社區教育

為照顧不同背景人士的培訓需要，公署舉辦了一系列促進對條例遵守的教育活動。由2011年4月至2012年3月，公署共舉辦了257場講座及工作坊，數目較去年增加了58%（詳見附錄三）。

Business and Community Education

To cater for the training needs of people from different backgrounds, the PCPD organized a wide range of educational activities promoting compliance with the Ordinance. From April 2011 to March 2012, 257 seminars and workshops were organized, a 58% increase over that of the previous year (see Appendix 3 for more details).

推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

公開簡介講座

公署定期為公眾舉辦有關保障個人資料的免費講座，以提高公眾對條例的認識及理解。為滿足不斷增加的需求，自2011年2月起，簡介講座的舉辦次數由每月一次，增加為每月三次。

此外，公署自2011年6月開始，每月在各公共圖書館為公眾舉辦「保護個人資料私隱 日常生活與善用科技資料」講座，介紹使用互聯網及其他先進通訊平台（如社交網絡）時如何保障個人資料私隱。這講座系列獲得互聯網專業協會、國際信息系統審計協會（中國香港分會），及網上服務供應商聯盟的支持。每月獲邀出席的講者會與公眾分享有關個人資料私隱的題目，例如在使用流動通訊裝置時如何保護資料、如何避免被網上起底等。

Public-Awareness Seminars

The PCPD runs free introductory seminars on personal data protection for the general public on a regular basis. The seminars aim at raising public awareness and understanding of the Ordinance. To meet the increasing demand, the frequency of these public seminars was increased from once per month to three times per month starting from February 2011.

With the support of the Internet Professional Association (iProA), Information Systems Audit and Control Association China Hong Kong Chapter Limited (ISACA) and Online Service Providers Alliance (OSPA), the PCPD successfully launched a programme of monthly seminars on the protection of personal data privacy in the use of internet and other advanced communication platforms, such as social networking. These seminars were held at various public libraries for the general public from June 2011. Each month an invited speaker presented personal data-privacy related topics for the public, such as how to ensure data protection when using mobile devices and how to avoid falling victim to “human flesh” searches, etc.



推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

度身定造課程

公署應個別機構及特定行業（例如直接促銷及人力資源管理）提出的要求，提供度身定造的課程。自2011年1月起，公署特別為大學及中學生舉辦免費講座。

Tailor-Made Courses

The PCPD provided tailor-made courses in response to requests from individual organisations and demand from specific sectors (for example, direct marketing and human resources management). Starting in January 2011, free seminars were also specially arranged for university undergraduates and secondary school students.

保障個人資料專業研習班

為了在條例的遵守方面提供深入知識，公署自2011年4月起定期舉辦專業研習班，以配合在不同工作範疇處理個人資料的人士的需要。專題包括：

Professional Compliance Workshops

To provide in-depth knowledge about compliance with the Ordinance, the PCPD conducted professional compliance workshops on a regular basis starting in April 2011. The workshops are tailored to the needs of executives dealing with personal data in different work contexts. Following are the titles of the seminars:



- 資料保障法律研習班
- 資料保障導師培訓
- 資料保障與查閱資料要求
- 銀行／金融服務的資料保障
- 人力資源管理的資料保障
- 直接促銷活動的資料保障
- 物業管理的資料保障

- Legal Seminar on Data Protection
- Train the Trainers in Data Protection
- Data Protection and Data Access Requests
- Data Protection in Banking/Financial Services
- Data Protection in Human Resource Management
- Data Protection in Direct Marketing Activities
- Data Protection in Property Management

自2011年12月起，公署亦每月為負責資訊及通訊科技系統的資料保障或對這方面有興趣的人士舉辦資訊科技研習班。研習班共得到26個專業機構及商會支持。

Starting in December 2011, the PCPD also organized monthly professional IT workshops for IT professionals who have responsibility over, or are interested in, ensuring data protection in the ICT systems they manage. The workshops were supported by 26 professional organizations and trade associations.

推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

演講

為推動在機構內培養尊重私隱的文化，私隱專員與公署職員在年報期內曾於商會及專業團體舉辦的會議和講座中作出11次演講（詳見附錄二）。私隱專員趁機會呼籲機構高層採取主動，確保制定機構性的私隱策略，將私隱和資料保障的概念融入所有業務過程及營運程序中。私隱專員主張機構在策略上要做到真正以客為本及尊重私隱，才能達致持久及更高程度的成功。

Speaking Engagements

To foster the inculcation of a privacy-friendly culture in organizations, the Commissioner and his team gave 11 presentations at conferences and seminars organized by trade associations and professional organizations (see Appendix 2 for more details). These opportunities were used to impress upon senior management the importance of being proactive in ensuring that a corporate-wide privacy strategy is in place, with privacy and data protection firmly embedded in all business processes and operational procedures, and to advocate the strategic importance for an organization to be truly customer-centric and privacy-assuring in order to achieve enduring and higher level of success.



推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

- 1 8.4.2011**
講座: "Use (or Misuse?) of Personal Data in Telecommunications"
主辦機構: 香港通訊業聯會
Seminar: "Use (or Misuse?) of Personal Data in Telecommunications"
Organizer: The Communications Association of Hong Kong
- 2 15.4.2011**
講座: 保障個人資料在雲端
主辦機構: 商業軟件聯盟
Forum: "Leveraging the Cloud to Promote Sustainable Development in North Asia" – "Personal Data Protection in the Cloud"
Organizer: Business Software Alliance
- 3 18.4.2011**
講座: 「擴大共用個人信貸資料: 以何處為界限?」
主辦機構: 外國記者會
Seminar: "Expanding Sharing of Consumer Credit Data: Where do you draw the line?"
Organizer: Foreign Correspondents' Club
- 4 25.5.2011**
講座: 向消費者委員會的職員講解保障個人資料私隱講座
主辦機構: 消費者委員會
Seminar on protection of personal data privacy to staff members of Consumer Council
Organizer: Consumer Council
- 5 10.6.2011**
講座: 「第四十三屆傑出推銷員獎」頒獎典禮致辭
主辦機構: 香港管理專業協會與市場推銷研究社
Seminar: The Commissioner gave a keynote speech at the 43rd Distinguished Salesperson Award Presentation Ceremony
Organizer: Hong Kong Management Association & Sales and Marketing Executives Club
- 6 12.7.2011**
講座: Personal Data & Privacy Protection Symposium – "The Challenges facing the Privacy Regulator in a Digital Age"
主辦機構: 香港大學法律學院及計算機科學系-法律及資訊科技研究中心
Seminar: Personal Data & Privacy Protection Symposium – "The Challenges facing the Privacy Regulator in a Digital Age"
Organizer: Law & Technology Centre, Faculty of Law and Department of Computer Science, The University of Hong Kong
- 13.7.2011**
講座: Data Protection: Recent trends and developments in Hong Kong
主辦機構: Privacy Laws & Business 24th Annual International Conference, St. John's College, Cambridge, United Kingdom
Seminar: Data Protection: Recent trends and developments in Hong Kong
Organizer: Privacy Laws & Business 24th Annual International Conference, St. John's College, Cambridge, United Kingdom



- 7 7.9.2011**
午餐會: 總裁對談午餐會系列「貫徹理念 捍衛個人資料私隱」
主辦機構: 香港社會服務聯會
Luncheon: CEOs meet CEOs Luncheon Series
Organizer: Hong Kong Council of Social Service



- 8 14.9.2011**
講座: Joint Forum on "Risks in Sensitive Information Handling and Disaster Recovery due to recent disasters"
主辦機構: 互聯網專業協會及國際信息系統審計協會(中國香港分會)
Seminar: Joint Forum on "Risks in Sensitive Information Handling and Disaster Recovery due to recent disasters"
Organizer: iProA and ISACA (China Hong Kong Chapter)

推廣及公眾教育 PROMOTION AND PUBLIC EDUCATION



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9 17.9.2011
會議: ONC 法律改革會議「香港法律改革制度是否需要改革？」
主辦機構: 柯伍陳律師事務所及香港大學比較法及公法研究中心
Conference: ONC Conference on Law Reform "Does LAW REFORM need REFORMING in HONG KONG?"
Organizer: ONC Lawyers and the Centre for Comparative and Public Law

10 21.9.2011
早餐會: Myths about data protection in Hong Kong
主辦機構: 香港英商會
Breakfast Briefing: Myths about data protection in Hong Kong
Organizer: British Chamber of Commerce

28.9.2011
講座: 「2011年個人資料(私隱)(修訂)條例草案-對個人資料保障的影響」
主辦機構: LexOmnibus
Seminar: Personal Data (Privacy) (Amendment) Bill 2011 – Implication on Personal Data Protection
Organizer: LexOmnibus

19.11.2011
講座: 「如何在私隱保障及新聞自由之間取得平衡」
主辦機構: 香港新聞行政人員協會
Seminar: How to Strike a Balance between Privacy Protection and Press Freedom
Organizer: Hong Kong News Executives' Association

11 19.11.2011
論壇: 兒童議會 – 「促請政府關注兒童被網上欺凌的嚴重情況」
主辦機構: 香港兒童權利委員會及聯合國兒童基金香港委員會
Seminar: Children's Council – The government should address the serious issue of the cyber-bullying of children
Organizer: Against Child Abuse, Hong Kong Committee on Children's Rights and Hong Kong Committee for UNICEF

22.11.2011
講座: 向新入職校長簡介個人資料(私隱)條例
主辦機構: 教育局
Seminar: Introduction to the PD(P)O to newly-appointed school principals
Organizer: Education Bureau

12 30.11.2011
講座: 「資訊管理-在雲端、流動及社交網絡的環境下的保安風險」
主辦機構: 香港電腦保安事故協調中心
Seminar: Information Security Summit 2011 Managing Information – Security Risks of Cloud, Mobile and Social Networking Environments
Organizer: The Hong Kong's Computer Emergency Response Team

13 11.1.2012
論壇: Security and Privacy Forum on A Practical Guide for IT Managers and Professionals On the Personal Data (Privacy) Ordinance
主辦機構: 香港電腦學會
Forum: Security and Privacy Forum on A Practical Guide for IT Managers and Professionals On the Personal Data (Privacy) Ordinance
Organizer: Hong Kong Computer Society

14 10.2.2012
研討會: 個人資料及私隱保障的比較視野
研討會 – 「透過創意與合作保障個人資料」
主辦機構: 香港大學法律及資訊科技研究中心
Symposium: "Personal Data Protection through Creativity and Partnership" – "Symposium on Personal Data and Privacy Protection: A Comparative Perspective"
Organizer: Law & Technology Centre, University of Hong Kong

15.2.2012
講座: 「社交媒體Do and Don't」
主辦機構: 香港社交媒體聯盟
Seminar: Do and Don't on Social Media Marketing
Organizer: Hong Kong Social Media Consortium

推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

傳媒

在年報期內，公署接獲356宗傳媒查詢，涉及各項與私隱有關的社會議題。以下是一些主要議題：

- PlayStation® Network涉嫌外洩資料事件
- 社交網絡與個人資料私隱
- 檢討《個人資料(私隱)條例》
- 私隱專員接獲三名藝人有關私隱被侵犯的投訴
- 「\$6,000計劃」所引致的私隱議題
- 競選活動中收集及使用個人資料
- 學生資助辦事處提供拖欠還款者的負面信貸資料予信貸資料機構

在年報期內，公署發出了45篇新聞稿，舉行了七次記者會／簡報會。私隱專員及公署職員就多項涉及個人資料私隱的議題接受了27次傳媒的專訪。

Media

The PCPD received 356 media enquiries during the reporting year. The enquiries concerned a range of privacy-related social issues. Some of the significant issues were as follows:

- A suspected data breach by Sony PlayStation® Network
- Social networking and personal data privacy
- A review of the Personal Data (Privacy) Ordinance
- Complaints from artistes about privacy intrusion by the media
- Privacy issues arising from “Scheme \$6,000”
- Privacy issues related to the collection and use of the personal data of voters in electioneering activities
- The sharing of negative data on defaulters by the Student Financial Assistance Agency with the Credit Reference Agency

During the reporting year, the PCPD issued 45 press releases, and organized seven press conferences/press briefings. The Commissioner and his team gave 27 media interviews on various issues related to personal data privacy.



推廣及公眾教育

PROMOTION AND PUBLIC EDUCATION

公署網頁

公署在網頁(www.pcpd.org.hk)上傳遞保障私隱的訊息。在年報期內，網頁共錄得475,872次瀏覽人次，平均每月接近39,656次。

網頁最多人瀏覽的部分是「個人資料(私隱)條例」(392,286次)及「個案簡述」(352,934次)。最多人下載的部分是「實務守則及指引」(232,260次)及查閱資料要求表格(27,498次)。公署的網頁是公眾查閱公署資訊及刊物的便捷途徑。

刊物

為照顧社會上不同人士對個人資料私隱參考資訊的需要，公署出版了各類資訊材料，從不同角度和取向提供實務指引，並為讀者報道公署的最新發展。

《個人資料(私隱)條例》通識教材套老師手冊

公署出版了《個人資料(私隱)條例》通識教材套老師手冊(下稱「私隱教材套」)，協助中學老師在通識課堂教導學生保護自己及尊重別人的個人資料私隱。私隱教材套分四部份，內容包括介紹公署及條例的基本規定，並採用多個實際生活例子以短片形式來演繹保障資料原則的規定。此外，公署網頁增設「個人資料私隱通識網」專頁，提供輔助教材，引發學生深入探究如何保障個人資料，並作延展討論，訓練其分析、批判及反思能力。老師可按需要下載有關資料，配合私隱教材套的使用。

Website

The PCPD continued to disseminate privacy protection messages on its official website: www.pcpd.org.hk. During the reporting period, the site received 475,872 visits, an average of almost 39,656 visits a month.

The sections that web users visited most frequently were “The Personal Data (Privacy) Ordinance” (392,286 views) and “Case Notes” (352,934 views). The most popular files downloaded were Code of Practice and Guidelines (232,260 downloads) and the Data Access Request Form (27,498 downloads). The high web traffic shows that the PCPD website is a convenient platform for the public to access the PCPD’s information and publications.

Publications

To cater for the needs of different sectors of the community for reference information in relation to personal data privacy, the PCPD published a range of information materials to provide the public with its latest developments and practical guidance from different perspectives and using different approaches.

Personal Data (Privacy) Ordinance Liberal Studies Teaching Kit

The PCPD published the Personal Data (Privacy) Ordinance Liberal Studies Teaching Kit (“the Kit”) to help secondary school Liberal Studies teachers teach students how to protect their personal data and respect the personal data privacy of others. The Kit consists of



four parts: an introduction to the PCPD, the basic requirements of the Ordinance, an explanation of the Data Protection Principles with short videos presenting real-life examples, and a new section on the PCPD website providing supplementary materials for students to discuss and explore how to protect personal data. Teachers can download these materials for use in conjunction with the Kit.

推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

出版資訊及通訊科技指引和小冊子

公署從處理個案的經驗及與資料使用者的溝通中，知道有需要就資料使用者在某些特定範疇使用科技時如何確保及加強個人資料的保障，作出正式建議。因此，公署在經互聯網收集及使用個人資料、使用便攜式儲存裝置，以及個人資料的刪除與匿名化這幾方面，出版或重編三份指引，以供資料使用者參考。

Publication of ICT Guidance Notes and Booklet

From past case experience and interaction with data users, the PCPD saw the need to formally advise data users on how to ensure and strengthen the protection of personal data when deploying new technologies in certain specific areas. As a result, the PCPD published or re-wrote three guidance notes for data users' reference on the topics of (1) collecting and using personal data through the Internet, (2) using portable storage devices, and (3) personal data erasure and anonymisation.



此外，為提高公眾在使用新技術時的保障個人資料意識，公署出版了關於使用社交網絡和資訊及通訊科技的資料單張和小冊子。2012年1月，香港電腦學會在公署支持下，推出首份為特定行業而制訂的私隱指南—《IT管理層及專業人員「個人資料(私隱)條例」實用指南》。這份指南涉及所有資訊及通訊科技在保障個人資料私隱的應用層面，可供公眾下載使用。這刊物在推出時，是輔以講座及新聞稿，以提高公眾的認識。

In order to raise the general public's awareness of personal data protection when using new technologies, the PCPD published an information leaflet and a booklet on the use of social networks and ICT in general. In January 2012, the Hong Kong Computer Society, with the support of the PCPD, published *A Practical Guide for IT Managers and Professionals on the Personal Data (Privacy) Ordinance*, the first sector-specific privacy guide that renews the full spectrum of ICT applications in relation to the protection of personal data privacy. The guide is available to all for download and use. The launch of the guide was supplemented by seminars and media coverage to optimise its impact and reach.



推廣及公眾教育
PROMOTION AND PUBLIC EDUCATION

其他刊物

在年報期內，公署亦出版了【根據《個人資料（私隱）條例》作出拒絕直接促銷活動的要求】單張及《如何行使個人資料（私隱）條例賦予你的查閱個人資料權利》（2011年9月修訂版）。公署亦大幅修訂了《物業管理指引》及《競選活動指引》。

Other publications

During the reporting year, the PCPD also published “Making an Opt-out Request from direct marketing activities under the Personal Data (Privacy) Ordinance” and “Exercising Your Data Access Rights Under the Personal Data (Privacy) Ordinance” (revised in September 2011). The leaflets “Guidance on Property Management Practices” and “Guidance on Electioneering Activities” were substantially revised.



公署繼續透過其通訊，讓讀者得悉公署在私隱保障方面的最新動態。公署在年報期內出版了一份通訊，報道公署的工作及最新發展。

這些刊物均可在公署網站下載。

The PCPD continues to make use of its newsletter PCPD News to keep readers abreast of local privacy-protection efforts. One issue of PCPD News was published during the reporting period to highlight the PCPD’s achievements and latest developments.

All these publications can be downloaded from the PCPD website.

