

PROMOTING DATA PROTECTION AND RESPECT

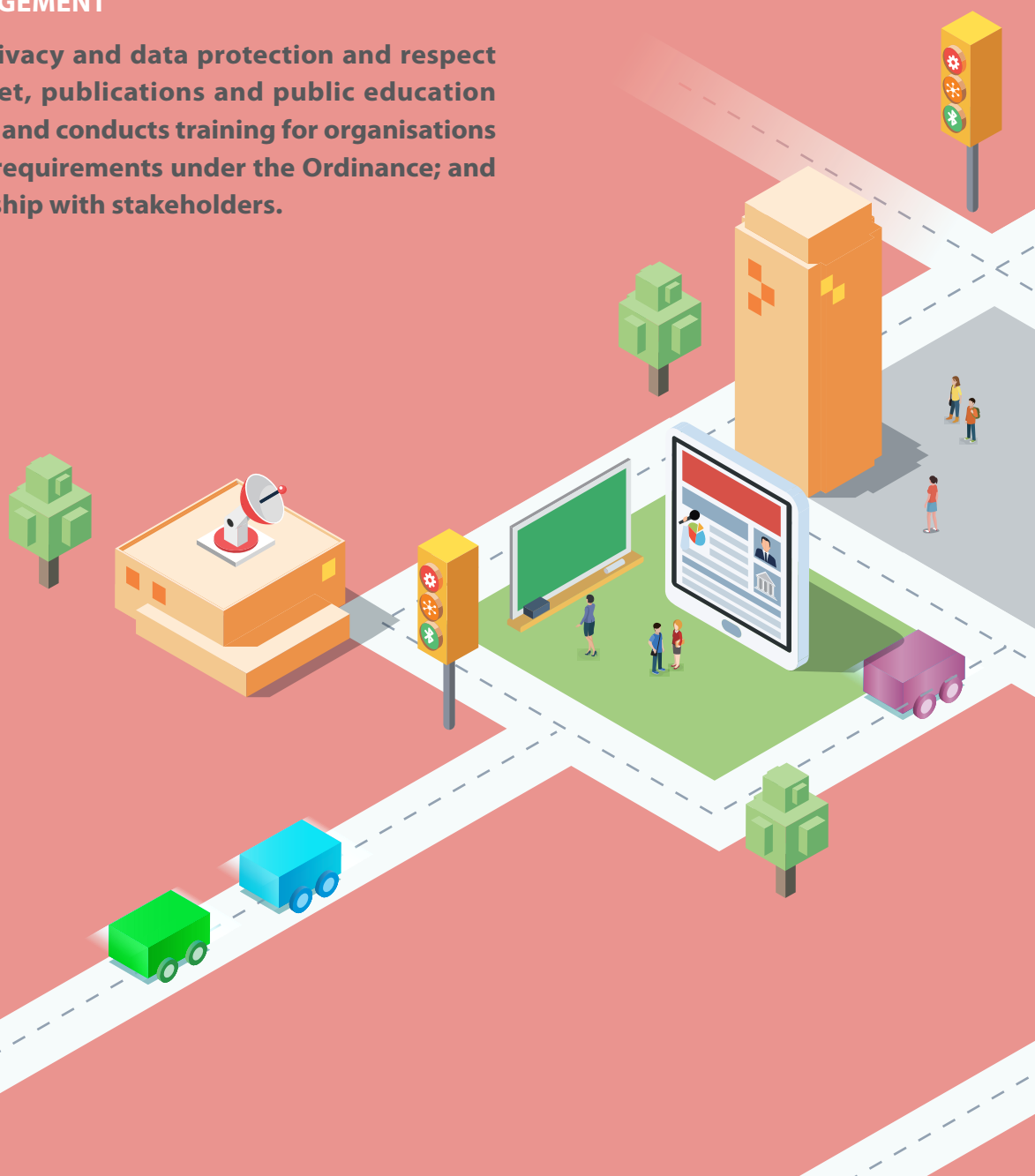
推廣資料保障和尊重

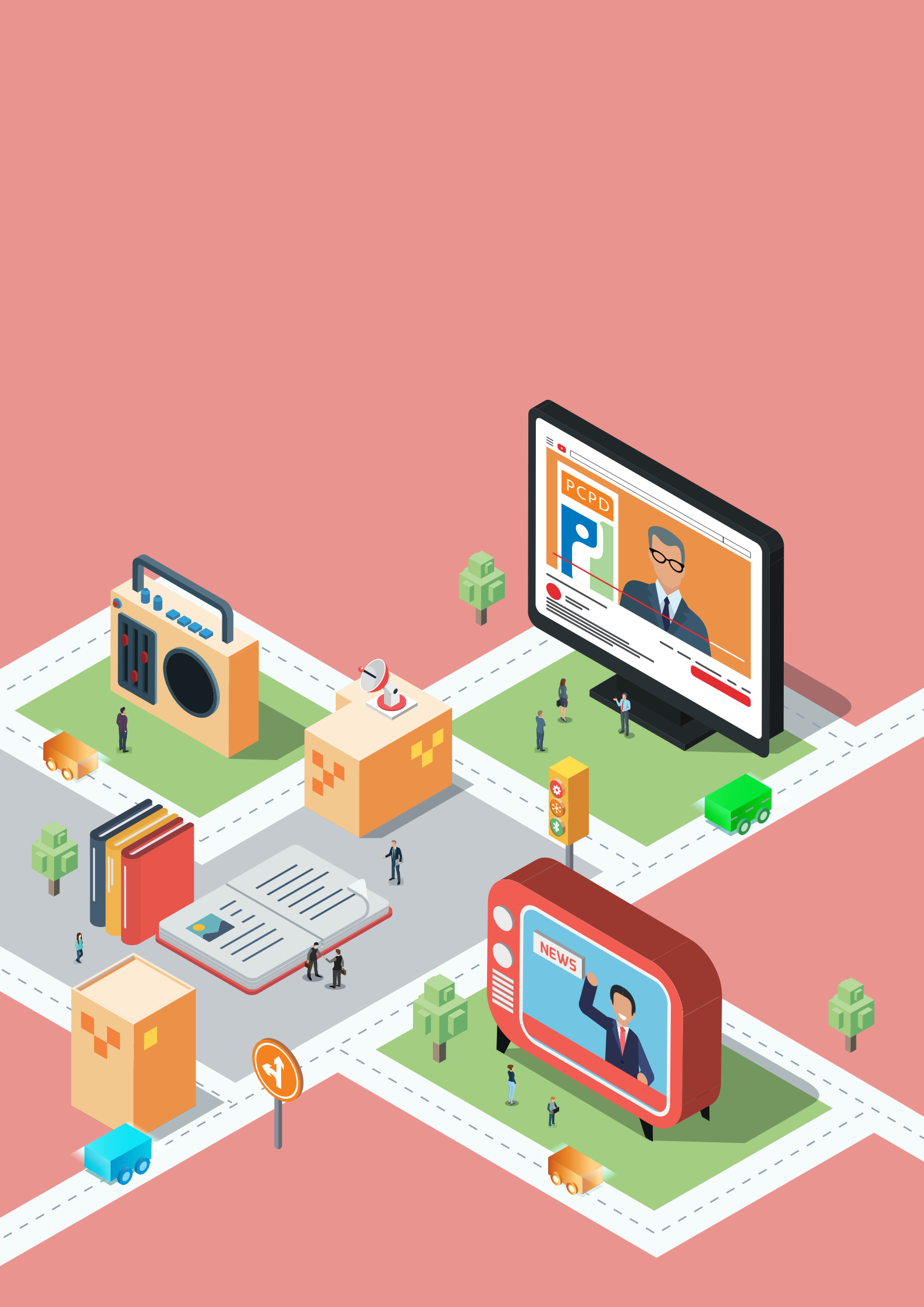
教育及參與

公署透過傳媒、互聯網、印刷刊物及公眾教育活動推廣私隱及資料保障和尊重，舉辦培訓以促進機構及個人認識《私隱條例》的規定，並與持份者建立工作關係。

EDUCATION AND ENGAGEMENT

The PCPD promotes privacy and data protection and respect through media, Internet, publications and public education programmes; organises and conducts training for organisations and individuals on the requirements under the Ordinance; and manages work relationship with stakeholders.





透過傳媒加強訊息傳播

傳媒

本報告年度公署共發布了30篇新聞稿（詳見附錄二），回應了171宗與《私隱條例》和個人資料私隱時事議題相關的傳媒查詢。公署透過迅速回應傳媒查詢及發出新聞稿，把握社會當下對某些事件或議題的關注，發表與個人資料保障有關的資訊及意見，令社會各界對《私隱條例》的規定有更深入的了解。

私隱專員及其團隊亦先後接受82次傳媒訪問。透過互聯網、報章、雜誌以至電視及電台廣播，年內共錄得2,700則與公署相關的報道。



數據道德管治價值

公署透過發放新聞稿、傳媒訪問及傳媒茶聚等渠道，積極推廣數據管治問責及三大數據道德價值，即尊重、互惠和公平。另透過回應不同範疇的傳媒查詢，持續將相關價值和訊息廣泛宣揚。

此外，私隱專員亦主動回應本地以至海外私隱相關的議題，年內曾就以下的事件表達關注及作出跟進：

AMPLIFYING MESSAGES THROUGH THE MEDIA

Media

During the reporting year, the PCPD issued 30 media statements (please refer to Appendix 2), and responded to 171 media enquiries about topical issues on personal data privacy. Through responses to media enquiries and issuing media statements on incidents or topical issues of social concern, the PCPD disseminated information and views on personal data protection at opportune times, and thereby helped various sectors of society better understand the provisions of the Ordinance.

The Privacy Commissioner and his team also gave 82 media interviews. 2,700 related news stories were published via Internet, newspapers, magazines, television and radio.

Data Ethics Stewardship and Values

Through issuing media statements, conducting media interviews with the Privacy Commissioner and organising media reception, the PCPD has been actively promoting data stewardship accountability as well as its three data ethics values (i.e. respectful, beneficial and fair). These values and messages were also widely communicated via media responses on various issues.

The Privacy Commissioner also responded proactively to local and global privacy issues, including the following:

資料保安事故

本報告年度內發生多宗大型資料外洩事件，其中2018年4月香港寬頻的客戶資料庫遭入侵，導致近38萬名客戶及服務申請者的個人資料外洩。私隱專員隨即發出新聞稿，表示已主動就事件展開循規審查。之後於2019年2月向公眾發表調查報告，交代主要調查結果和向香港寬頻發出執行通知。

Data Security Incidents

A number of large-scale data breach incidents took place during the reporting year. In April 2018, Hong Kong Broadband Network (HKBN) customer database was intruded, resulting in the leakage of personal data of about 380,000 customers and service applicants. The Privacy Commissioner immediately issued a press release stating that he had initiated a compliance check on the incident. The investigation report was published in February 2019, giving an account of the major investigation findings and serving an enforcement notice to HKBN.



2018年9月下旬社交網站Facebook用戶帳號被黑客入侵，私隱專員分別在9月29日和10月3日發出新聞稿，對事件表示關注並展開循規審查，同時向社交網絡平台的用戶提供保障私隱建議。

In late September 2018, it was found that a number of Facebook's user accounts were hacked. The Privacy Commissioner issued media statements on 29 September and 3 October, stating his concern and the commencement of a compliance check on the incident. He also provided recommendations on personal data protection for users of the social media platform.

國泰航空於2018年10月底公布發生乘客個人資料外洩事故。私隱專員隨即發出新聞稿，表示非常關注事件並展開循規審查。公署同時建議國泰航空應盡快通知涉事客戶，及即時採取及闡釋有關的補救措施。私隱專員同時積極透過傳媒訪問及回應，提醒市民若發現其個人的國泰航空帳戶或信用卡帳戶有不尋常的活動紀錄，應主動聯絡國泰航空及相關財務機構以作跟進。私隱專員於11月5日收到國泰航空回覆後，於同日發出新聞稿，決定對國泰航空及其全資子公司港龍航空有限公司展開循規調查。

Cathay Pacific announced a data breach incident involving passengers' personal data in late October 2018. The Privacy Commissioner immediately issued a media statement to express his serious concern over the incident and to announce his decision of initiating a compliance check. The PCPD also advised the airline to notify affected clients as soon as possible, and to take remedial measures with details explained immediately. Via a series of media interviews and responses, the Privacy Commissioner reminded members of the public that if they found any abnormalities with their personal accounts of the airline concerned or credit card accounts, they should contact the airline and the related financial institutions. On 5 November, after receiving a reply from Cathay Pacific, the Privacy Commissioner issued a media statement on the same day announcing his decision to initiate a compliance investigation against Cathay Pacific and its wholly owned subsidiary, Hong Kong Dragon Airlines Limited.

私隱專員於2018年11月28日接獲香港環聯資訊有限公司通報，指索取信貸報告程序懷疑出現保安漏洞致資料外洩，同日發出新聞稿表示就事件已展開循規審查，並呼籲環聯和有關信貸或中介機構即時停止相關索取信貸報告程序，以堵塞懷疑的保安漏洞。公署稍後亦就事件展開循規調查。

The Privacy Commissioner received a data breach notification from TransUnion Limited on 28 November 2018 in respect of suspected security loopholes in the application procedures for credit reports. A media statement was issued on the same day, announcing his decision to initiate a compliance check on the incident, and appealing to TransUnion Limited and credit agencies or intermediaries to stop the application procedures in question and plug the suspected security loopholes. A compliance investigation was later launched on the incident.



立法會綜合大樓內監察及記錄個別議員的行蹤以及政府人員手提電話被取事件

私隱專員就2018年4月下旬一名立法會議員質疑政府職員紀錄議員出入立法會大樓的資料屬侵犯私隱並取去一名職員手機的事件發出新聞稿，確認政府執行通傳應變職務並不抵觸《私隱條例》，及後分別再於2018年5月3日及11日發出新聞稿，回應該名議員的公開查詢，以及就事件與一個關注組織會面後重申公署的立場。

Monitoring and Recording Legislative Councillors' Locations in the Legislative Council Complex and Snatching a Government Official's Mobile Phone

The Privacy Commissioner issued a media statement in late April 2018 in response to a Legislative Council (LegCo) Member's queries on whether monitoring and recording LegCo Members' movements by public officers in the LegCo Complex had infringed the lawmakers' privacy, as well as the incident of snatching a public officer's mobile phone by that Member. The Privacy Commissioner confirmed that it was not a contravention of the Ordinance for the government to perform marshalling duties. The Privacy Commissioner made further media statements on 3 and 11 May 2018 to respond to the public enquiries of the LegCo Member and to reiterate PCPD's views after meeting with a concern group.

網站及社交媒體

公署透過網上和社交媒體平台，有效發放有關個人資料私隱保障的資訊和最新發展。

PCPD.org.hk

公署的一站式入門網站向公眾提供有關個人資料保障的最新資訊和資源，其中較多人瀏覽的內容包括「新聞稿」、「個案簡述」和「條例簡介」。公眾亦可透過此網站進入公署其他專題網站和社交媒體平台。

在報告年度內此網站共錄得 1,277,351 瀏覽人次，比去年的 1,065,629 人次上升約兩成。

Websites and social media

The PCPD disseminates information and communicates news of latest development of personal data privacy protection effectively through online channels and social media platforms.

PCPD.org.hk

Our website continues to be a one-stop portal for members of the public to get the most up-to-date information and resources related to personal data protection. The popular sections include “Media Statements”, “Case Notes” and “The Ordinance at a Glance”. People can also visit PCPD’s thematic websites and social media platforms via this portal.

During the reporting year, we recorded 1,277,351 visits to the website, representing an increase of about 20% compared to 1,065,629 visits the year before.



PCPD.org.hk

兒童私隱

此專題網站提供有關保障及尊重兒童個人資料私隱的資訊，老師及家長亦可運用其中的建議和資源協助教導其學生和子女如何保障個人資料。報告年度內新增「小學生保障私隱活動」專頁和一個小型網上遊戲，豐富網站內的教育資源。公署亦透過「保障私隱學生大使計劃」Facebook專頁向學生及老師推介和分享最新的計劃活動。

Children's Privacy

This thematic website is a portal for learning and understanding children's personal data privacy protection. It also provides useful tips and resources for teachers and parents to help those under their care on how to protect their personal data. A new section "Privacy Campaign for Primary School" and a mini-game were developed during the reporting year to enrich the educational resources in this portal. Its Facebook page "Student Ambassador for Privacy Protection Programme" is a social media platform for students and teachers to get the latest updates about the signature programme.



兒童私隱專題網站
Children thematic website

網上私隱要自保

此專題網站連同其 Facebook 專頁為公眾提供最新的網上私隱趨勢和實用貼士，以助公眾保障其智能裝置和互聯網上的個人資料，從而減低網上私隱受侵犯的風險。專題網站附有「老友記天地」和「網上私隱有法保」小型網站，提供互動資訊和小測驗遊戲。

Be SMART Online

This thematic website, together with its Facebook page, serves as a resourceful platform to provide latest trends and practical tips for members of the public to protect personal data on their smart devices and the Internet so as to reduce the risks of online privacy breach. Two mini-sites, namely “Elderly Corner” and “Think Privacy! Be SMART Online”, are within the portal for relevant interactive information and quiz games.



網上私隱有法保專題網站及其小型網站
Be SMART Online thematic website with two mini-sites

上述各個網站包括PCPD.org.hk、兩個專題網站和兩個小型網站均榮獲《無障礙網頁嘉許計劃18/19》網站組別金獎。

The above-mentioned PCPD websites including PCPD.org.hk, two thematic websites and two mini-websites won the Gold Awards of the Website Stream in the Web Accessibility Recognition Scheme 2018/19.



18/19 GOLD 金獎

無障礙
網頁
web-accessibility.hk

YouTube 頻道

透過此電子資訊媒體，公署上載其機構簡介短片、教育短片及動畫以及電視劇集等供公眾下載或分享。

YouTube Channel

The PCPD shares its corporate videos, education videos and animations as well as TV drama programmes via this digital information sharing media.



YouTube 頻道
YouTube Channel

出版刊物

私隱專員於本報告年度共刊發或修訂了多份刊物，包括兩份指引資料、三份資料單張及兩份圖鑑，為各持份者提供各類的實用指引及合規建議。

隨著資訊及通訊科技在銀行及金融業的應用日趨普及，公署亦與時並進，出版《金融科技》資料單張，解釋金融科技應用的潛在私隱風險，並為消費者/使用者提供實用提示，以及向金融科技供應商/營運者建議良好的作業方式。

另外，私隱專員尤其關注兒童使用社交網絡及在其他網上活動的私隱保障，並刊發《個人資料·由你掌握：兒童號外篇》單張，以互動遊戲工作紙方式，教導兒童如何在網上保護其個人資料。

Publications

During the reporting year, the Privacy Commissioner issued or revised a wide range of useful guidance and advice on compliance with the Ordinance for our stakeholders. These included two guidance notes, three information leaflets and two infographics.

With the prevalence of application of information and communications technology in banking and finance, the Privacy Commissioner published the “Fintech” information leaflet to explain the potential privacy risks of the Fintech applications. Tips to consumers/users for protecting personal data privacy and good practices for Fintech providers/operators for addressing the privacy risks are provided in this publication.

The Privacy Commissioner is particularly concerned about the privacy protection of children using social networks and in online activities. A leaflet entitled “Children Privacy Extras: Personal Data Protection in Your Hands” was issued. This educational worksheet provides useful tips with interactive games and quiz for children on how to protect their personal data in the online environment.

一系列的刊物可於公署網站 www.PCPD.org.hk 下載。

All publications are available on our website at www.PCPD.org.hk.

報告年度內私隱專員刊發或修訂以下刊物。

Publications that were newly issued or revised during the reporting year are as follows.

指引資料 Guidance Notes

資料外洩事故的處理及通報指引
(2019年1月 第二修訂版)
Guidance on Data Breach Handling and the Giving of
Breach Notifications
(January 2019, Second Revision)

私隱管理系統最佳行事方式指引
(2018年8月 第一修訂版
2019年3月 第二修訂版)
Privacy Management
Programme: A Best Practice
Guide
(August 2018, First Revision
March 2019, Second Revision)



資料單張 / 單張 Information Leaflet/Leaflet

個人資料・由你掌握：
兒童號外篇
(2018年7月)
Children Privacy Extras:
Personal Data Protection in
Your Hands
(July 2018)



金融科技
(2019年3月)
Fintech
(March 2019)



處理投訴政策
(2018年12月 第六修訂版)
Complaint Handling Policy
(December 2018, Sixth Revision)

圖鑑 Infographics

圖鑑：資料外洩事故
(2019年1月 第二修訂版)
Infographics: Data Breach Handling & Notifications
(January 2019, Second Revision)

圖鑑：使用金融科技小貼士
(2019年3月)
Infographics: Tips for Using Fintech
(March 2019)

公署 2017-18 年度年報

個人資料私隱專員公署 2017-18 年度年報榮獲第 29 屆國際 Astrid Awards「年報 — 企業 — 非傳統 — 雙語」組別的優異獎，以表揚公署別具創意的年報設計。

Astrid Awards 的宗旨是表揚設計傳訊方面的出色表現，參賽作品來自世界各地。由國際設計專才擔任的評判團，根據作品的設計意念、表達手法及製作質素進行評審。

PCPD 2017-18 Annual Report

The PCPD 2017-18 Annual Report won the Honors of the 29th International Astrid Awards under the category of “Annual Reports – Corporate – Non-Traditional: Dual Language” in recognition of the creative design of the Annual Report.

With entries from around the world, the Astrid Awards aims to honour outstanding achievement in design communications. Entries are judged by international panels of design professionals on the basis of concept creativity, clarity and production quality.



推動機構保障資料

演講

私隱專員及其團隊在本報告年度應邀出席演講、研討會、講座及持份者報告會議，分享在數碼年代資料私隱保障的演變、數據道德管治價值和模式等，向不同的持份者，特別是高層行政人員，發表了多次演講，鼓勵機構制訂全面的保障私隱策略。

ENGAGING ORGANISATIONS IN DATA PROTECTION

Speaking engagements

During the reporting year, the Privacy Commissioner and his teams were invited to speak and share views on the evolution of data privacy protection in the digital age, data governance and ethics stewardship values and models, at many times of presentations, seminars, talks and meetings, with a broad range of stakeholders, in particular senior executives, to encourage them to incorporate a corporate-wide privacy strategy in their organisations.

03.04.2018	於數碼港午餐會進行演講 Lunch talk for Cyberport	
06.04.2018	在香港中華總商會會董會發表「緊貼世界資料保障趨勢」演講 Presentation on “Keep Abreast of the Global Data Protection Landscape” at the Chinese General Chamber of Commerce’s General Committee Meeting	
18.04.2018	為香港中小型律師行協會發表演講 Presentation for The Small and Medium Law Firms Association of Hong Kong	
19.04.2018	於公署與 Information Accountability Foundation 聯合舉行的活動上發表題為「資料處理的合法性」歡迎辭 Delivered welcoming speech on “Legitimacy of Data Processing” in Joint Project with Information Accountability Foundation	
19.04.2018	在香港浸會大學發表「新聞的私隱權與自由：持續平衡的運作」演講 Presentation on “Privacy Right & Freedom of the Press: An Enduring Balancing Exercise” at a seminar organised by Hong Kong Baptist University	
21.04.2018	為民主建港協進聯盟主講「處理個人資料操守：《個人資料（私隱）條例》於商業應用上的熱門議題及影響」 Presentation on “The Integrity of Personal Data: Some Topical Issues & Implications of PDPO for Businesses” organised by Democratic Alliance for the Betterment and Progress of Hong Kong	

25.04.2018	為香港人力資源管理學會發表「人力資源管理的資料保障」演講 Presentation on “Data Protection in Human Resource Management” for Hong Kong Institute of Human Resource Management	
04.05.2018	為香港互動市務商會發表「數碼營銷的資料保障議題」演講 Presentation on “Data Protection Issues in Digital Marketing” organised by Hong Kong Association of Interactive Marketing	
06.05.2018	獲邀擔任香港電台與香港專上學生聯會合辦的《大專辯論賽2018》決賽評判 Acted as a judge of the “Hong Kong Inter-Collegiate Debate Competition 2018” co-organised by Radio Television Hong Kong and Hong Kong Federation of Students	
08.05.2018 21.03.2019	為香港警務處進行「警務人員對《個人資料(私隱)條例》及相關事宜的常問問題」培訓 Conducted training on the Ordinance for Hong Kong Police Force	
09.05.2018	於金融安全發展聯盟舉辦的「金融穩定與金融科技」論壇發表演講 Presentation at the “Financial Stability and FinTech Forum 2018” organised by Alliance for Financial Stability with Information Technology Limited	
15.05.2018	為香港無線科技商會有限公司發表演講 Presentation for Hong Kong Wireless Technology Industry Association	
16.05.2018	私隱專員應邀擔任「香港亞太雲端科技博覽、雲端網絡安全展、大數據世界、香港智能物聯網展及世界數據中心展開幕禮」的主禮嘉賓，並於研討會上發表題為「網絡安全法、《通用數據保障條例》與數據資料道德」的演講 Privacy Commissioner was invited as the officiating guest of the “Joint Opening Ceremony of Cloud Expo Asia, Cloud & Cyber Security Expo, Big Data World, Smart IoT Hong Kong and Data Centre World”, and delivered a presentation on “Cybersecurity Law, GDPR and Data Ethics”	
29.05.2018	為物流及供應鏈多元技術研發中心發表演講 Presentation for Logistics and Supply Chain MultiTech R&D Centre	
31.05.2018	於高偉紳律師事務所發表演講 Presentation for Clifford Chance	

05.06.2018	為微軟及諾頓羅氏富布萊特合辦的講座發表題為「人工智能時代下負責任地使用數據」的演講 Presentation at a seminar on “Artificial Intelligence for Good – Responsible Use of Data in the Age of A.I.” organised by Microsoft and Norton Rose Fulbright
08.06.2018	為香港城市大學司法教育與研究中心籌辦之第十二屆中國高級法官研修班課程發表題為「香港個人資料保障：法律和制度」的演講 Presentation on “Personal Data Protection in Hong Kong: The Law and the System” for the 12th Advanced Programme for Chinese Senior Judges organised by Centre for Judicial Education and Research of City University of Hong Kong
09.06.2018	在香港大學及香港開放數據合辦的開放數據會議中發表「釋放開放數據的價值：在香港使用開放數據的最佳實踐與極速致勝之道」 Presentation on “Unlocking the Value of Open Data: Best practices and quick-wins for using open data in HK” at “Open Data Conference” co-organised by Social Sciences Research Centre of the University of Hong Kong and Open Data Hong Kong
06.07.2018	於香港互動市務商會舉辦的第六屆傳媒轉型大獎頒獎典禮上發表「新媒體的規則與預防措施」演講 Presentation on “Rules and Regulation and Precaution of New Media” at the 6th Media Convergence Awards Prize Presentation Ceremony organised by Hong Kong Association of Interactive Marketing
16.07.2018	在香港公共行政學院舉辦的涉港網信幹部培訓班主講「香港個人資料私隱的監管、執法與保障」 Presentation on “Supervision, Enforcement and Protection of Personal Data Privacy in Hong Kong” for a group of government officials from the mainland of China at a training session organised by Hong Kong Institute for Public Administration
07.08.2018	出席香港酒店業聯會舉辦的有關歐盟「通用數據保障條例」的研討會 Presentation at a seminar organised by Hong Kong Hotels Association concerning the European Union General Data Protection Regulation
10.08.2018	在政府資訊科技總監辦公室主辦的「提升保安意識講座」發表「數碼年代的私隱議題」演講 Presentation on “Privacy Issues in the Digital Age” at “Security Awareness Seminar” organised by Office of the Government Chief Information Officer
31.08.2018	在嶺南大學資訊安全講座2018主講「緊貼資料保障的最新發展」 Presentation on “Keep Abreast of Latest Development in Data Protection” at Annual Information Security Conference 2018 organised by Lingnan University
04.09.2018	於香港大學法律學院舉辦的「應對網絡欺凌：比較和跨學科研討會」上發表「從個人資料私隱角度看網絡欺凌」演講 Presentation on “Cyberbullying from a Personal Data Privacy Perspective” at the “Tackling Cyberbullying: A Comparative and Interdisciplinary Symposium” organised by Faculty of Law of the University of Hong Kong


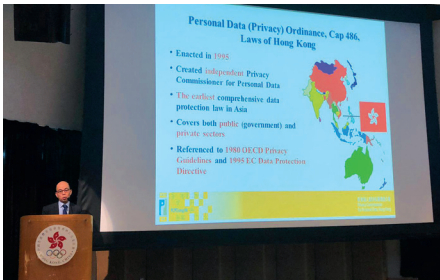


04.09.2018	出席香港大學新聞及傳媒研究中心舉辦的「社交媒體的第三隻眼」研討會 Participation in Symposium titled “The Third Eye of Social Media” organised by Journalism and Media Studies Centre of the University of Hong Kong	
05.09.2018	出席香港英商會題為「通用數據保障條例、開放銀行與數據共享」的午餐會 Participation in British Chamber’s lunch meeting on “GDPR, Open Banking and Data Sharing in the GBA”	
11.09.2018	於香港董事學會舉行的講座發表「在數據經濟下香港的公司應如何應對通用數據保障條例」演講 Presentation on “How Hong Kong Companies Respond to GDPR under Data Economy” at a seminar organised by Hong Kong Institute of Directors	
11.09.2018	為香港郵政發表「私隱管理系統」演講 Speech on “Privacy Management Programme” for Hongkong Post	
13.09.2018	於嶺南大學及香港潮屬社團總會合辦的講座主講「大數據及人工智能時代的資料私隱及保障」 Presentation at a seminar titled “Data Privacy Protection on Big Data and Artificial Intelligence” co-organised by Lingnan University and Federation of Hong Kong Chiu Chow Community Organisations	
14.09.2018	為香港金融管理局發表「大數據時代和創新商業模式下的個人資料私隱保障」演講 Presentation on “Personal Data Protection in Big Data Era and Innovative Business Models” for Hong Kong Monetary Authority	
18.09.2018	為香港各界婦女聯合協進會發表題為「香港作為『一帶一路』、『大灣區』數據中心的優勢」的演講 Delivered a presentation for the Hong Kong Federation of Women titled “Hong Kong’s Advantage as the Data Centre for the Belt and Road Initiative and the Greater Bay Area”	
19.09.2018	在律商聯訊的「通用數據保障條例會議：實施通用數據保障條例在國際、地區及本地帶來的影響」發表「通用數據保障條例的熱門議題與科技發展的相互作用」演講 Presentation on “The Interplay of Technological Development and the Trending Topics under GDPR” at “GDPR Conference: The International, Regional and Local Impact of the GDPR” organised by LexisNexis	
20.09.2018	於Facebook主辦的「數據的未來價值」講座主講 Presentation on “Future Value of Data, Hong Kong” for Facebook	
21.09.2018	應邀到第十屆內地與港澳法律研討會發表「香港作為『一帶一路』和『大灣區』信息（數據）中心」的演講 Presentation on “Hong Kong as Data Centre of the Belt and Road Initiative and the Bay Area” at the “10th Mainland, Hong Kong and Macao Legal Seminar”	

21.09.2018 12.10.2018	<p>為保安局及政府資訊科技總監辦公室舉辦的「政府資訊保安講座2018」發表「歐盟通用數據保障條例對政府服務的影響」演講</p> <p>Presentation on “The Impact of EU General Data Protection Regulation to Government Services” at “Government Information Security Seminar 2018” organised by Security Bureau and Office of the Government Chief Information Officer</p>	
28.09.2018	<p>參與香港律師會主辦的「建構智能一帶一路：法律與人工智能、區塊鏈和雲端」會議中「雲端－數據私隱、網絡安全和雲端計算」論壇環節</p> <p>Participation in the Conference Session of “Cloud Stream – Data Privacy, Cybersecurity and Cloud Computing” at “The ABC to Building a Smart Belt and Road: Law and Artificial Intelligence, Blockchain and Cloud” Conference organised by the Law Society of Hong Kong</p>	
03.10.2018	<p>為香港特許秘書公會主講「關於實施歐盟通用數據保障條例及其對香港影響的最新情況」</p> <p>Presentation on “Update on Implementation of GDPR and Its Impact in Hong Kong” for Hong Kong Institute of Chartered Secretaries</p>	
09.10.2018	<p>於Swinburne University of Technology主辦的「工業4.0領導」峰會發表演說</p> <p>Delivered a speech at “The Industry 4.0 Leadership” Summit organised by Swinburne University of Technology</p>	
09.10.2018	<p>應邀到2018年Refinitiv泛亞監管峰會中的「轉變中的數據規範領域：數據留岸及跨境私隱法則」專題研討環節發表題為「個人資料生態系統中的問責、倫理和道德」的演講</p> <p>Presentation on “Accountability & Ethics in the Personal Data Ecosystem” at the panel themed “The changing landscape of data regulation: data onshoring and cross-border privacy rules” at the Refinitiv Pan Asian Regulatory Summit 2018</p>	
24.10.2018	<p>於微軟香港有限公司主辦的「醫療保健業數碼轉型的關鍵－保安、數據私隱與人工智能」午餐會發表「醫療保健業的數碼轉型與合規」演講</p> <p>Presentation on “The Key Imperatives of Digital Transformation in Healthcare – Security, Data Privacy and AI” at “Digital Transformation and Compliance in Healthcare Industry” Luncheon organised by Microsoft Hong Kong Limited</p>	
26.10.2018	<p>出席香港律師公會舉辦兩岸四地青年律師論壇2018並發表「法律創新：機會與挑戰」演講</p> <p>Participation in “Cross Strait Four Regions Young Lawyers Forum 2018” organised by Law Society of Hong Kong</p>	

31.10.2018	<p>出席智慧城市聯盟主辦香港金融科技周2018「智慧城市與金融科技」小組討論</p> <p>Participation in panel discussion of “Smart City and Fintech” at 2018 Hong Kong Fintech Week organised by Smart City Consortium</p>	
17.11.2018	<p>為香港私人執業專科醫生協會主講「嶄新科技下的私隱和保安挑戰」</p> <p>Presentation on “Privacy and Security Challenges in New Technologies” for Association of Private Medical Specialists of Hong Kong</p>	
05.12.2018	<p>應邀到大數據治理公會啟動儀式暨數碼經濟大數據治理會議發表題為「大數據與人工智能治理：法律和道德」的演講</p> <p>Presentation on “Big Data & AI Governance: The Laws and Ethics” at Institute of Big Data Governance: Inauguration-cum-Digital Economy and Big Data Governance Symposium</p>	
07.12.2018	<p>出席國際公益法律服務協會舉辦之論壇</p> <p>Participation in the Forum on “Cross-Jurisdictional Pro Bono Legal Services – Opportunities and Challenges” organised by International Probono Legal Services Association</p>	
11.12.2018	<p>為香港會計師公會主辦的講座發表「個人資料：跨越期望的分歧」演講</p> <p>Presentation on “Personal Data: Crossing the Chasms of Expectations” at a seminar organised by Hong Kong Institute of Certified Public Accountants</p>	
13.12.2018	<p>參與TRPC – Refinitiv香港及亞太區論壇中題為「在私隱和機遇間取得平衡」的小組討論</p> <p>Attended TRPC – Refinitiv Forum and joined the panel discussion on “Balancing Privacy with Opportunity in Hong Kong and the Asia Pacific Region”</p>	
18.01.2019	<p>應邀為國際商務委員會致辭</p> <p>Delivered Speech for International Business Committee</p>	
15.01.2019	<p>參與由數碼港主辦的亞洲金融論壇中「金融科技變革與傳統及新興經濟的融合」的小組討論</p> <p>Participation in Asian Financial Forum “FinTech Revolution with Traditional & New Economy Integration” panel discussion organised by Cyberport</p>	



23.01.2019	<p>在香港銀行學會發表「銀行業的數據管治：在個人資料生態系統下的合規、問責與倫理道德」演講</p> <p>Presentation on "Data governance in Banking Industry: Compliance, Accountability and Ethics in the Personal Data Ecosystem" for Hong Kong Institute of Bankers</p>	
12.03.2019	<p>於世勤律師事務所主辦的講座發表演講</p> <p>Presentation at a seminar organised by Lewis Silkin Hong Kong</p>	
17.03.2019	<p>為香港西醫工會主講「以數據法規與道德迎合病人對私隱的期望」</p> <p>Presentation on "Living up to Patients' Privacy Expectation by Data Law & Ethics" for Hong Kong Doctors Union</p>	
19.03.2019	<p>為香港中文大學法律系主講</p> <p>Delivered Speech for the Faculty of Law of the Chinese University of Hong Kong</p>	
20.03.2019	<p>於中國香港體育協會暨奧林匹克委員會主辦之講座上向體育界人士講解個人資料私隱的保障</p> <p>Presentation at a seminar on protection of personal data for sports sector organised by Sports Federation & Olympic Committee of Hong Kong, China</p>	
21.03.2019	<p>於香港英商會舉辦的講座發表「數碼大灣區的資訊流動」演說</p> <p>Presentation on "Movement of Information: The Digital Greater Bay Area" at a seminar organised by British Chamber of Commerce</p>	

為個別機構提供講座

機構對資料保障培訓的需求與日俱增。為此，公署代表到訪個別機構，為它們的員工講解《私隱條例》。公署在本報告年度共為94間機構提供了117場培訓講座。（詳情請參考附錄三）

其他講座

與《通用數據保障條例》相關的講座

歐盟的《通用數據保障條例》於2018年5月25日生效。作為香港保障個人資料私隱的監管者，私隱專員一直主動協助本地機構了解和遵守海外相關的資料保障法規。在本報告年度，公署舉辦了多項教育活動，讓機構/企業認識《通用數據保障條例》的條文規定及對其業務運作可能帶來的影響。

In-house seminars

To meet the growing demand for acquiring data protection training from various organisations, PCPD representatives visited individual organisations to explain the requirements of the Ordinance to their staff. During the reporting year, the PCPD delivered 117 training sessions for 94 organisations. (See Appendix 3 for details)

Other seminars

GDPR-related seminars

The European Union's General Data Protection Regulation (GDPR) came into force on 25 May 2018. As the regulator on protection of personal data privacy in Hong Kong, the PCPD continues to proactively assist local organisations in understanding and complying with data protection regimes overseas. The PCPD has been organising educational activities during the reporting year to help organisations/businesses understand the GDPR's standards and the possible impact on their operations.



為政府部門而設的培訓

政府部門人員收集及使用大量市民的個人資料，故此需提高他們對資料保障的意識。

為了向執法機構成員提供有關《私隱條例》的最新資訊，並推動保障個人資料私隱的重要性，公署於2018年12月18日舉辦題為「跨越鴻溝：個人資料保障與執法」的研討會，約100名來自12個部門和組織的代表出席。

公署與入境事務處合作，為該處中高級人員舉辦「《個人資料(私隱)條例》訓練工作坊」。在本報告年度，共舉辦了兩次工作坊，超過150名入境事務處人員參加。

此外，公署亦曾為公務員培訓處安排講座，向不同職系的公務員介紹《私隱條例》的要求及如何在日常工作中保障市民的個人資料。

Training for government departments

Government departments collect and use a large amount of citizens' personal data, so there is a need to raise their awareness of data protection.

To provide updated knowledge to members of law enforcement agencies on the interpretation of commonly-used provisions of the Ordinance and propagate the importance of protecting personal data privacy, the PCPD organised a seminar on "Crossing the Chasm: Personal Data Protection and Law Enforcement" on 18 December 2018, with about 100 representatives from 12 departments and organisations having attended.

The PCPD worked with the Immigration Department to organise "Training Workshops on Personal Data (Privacy) Ordinance" for their officers of middle to senior ranks. During the reporting year, two workshops were held with over 150 officers having attended.

The PCPD has also worked with the Civil Service Training and Development Institute to arrange seminars to civil servants of different grades, introducing the requirements of the Ordinance and how to protect citizens' personal data in their daily work.



公開簡介講座

公署定期為公眾舉辦有關保障個人資料私隱的免費講座，以提高各界人士對《私隱條例》的認識及理解。這類講座介紹《私隱條例》的背景資料，並以生活實例解釋六項保障資料原則的規定。在本報告年度，超過1,900人出席了《私隱條例》簡介公開講座。

Introductory seminars

The PCPD runs regular free introductory seminars on personal data protection for the general public, with the aim of raising public awareness and understanding of the Ordinance. This kind of seminar provides background information on the Ordinance and explains the requirements of the six data protection principles by using real-life examples. During the reporting year, over 1,900 participants attended the seminars.



保障個人資料專業研習班

公署設計了一系列有關保障個人資料的專業研習班，以配合在不同工作範疇處理個人資料的人士的需要。公署在本年度舉辦了32個工作坊，吸引1,237名人士參加。工作坊得到30個專業機構及行業協會支持，涵蓋下列主題。

Professional Workshops

The PCPD has developed a series of professional workshops on data protection tailored to the needs of those dealing with personal data in different work contexts. Participants will work through guidance notes issued by the PCPD and practical scenarios with expert guidance from PCPD's experienced trainers. During the year under review, the PCPD held 32 workshops with 1,237 participants. The workshops, which were supported by 30 professional organisations and trade associations, covered the following topics.

資料保障法律研習班	Practical Workshop on Data Protection Law
資料保障與查閱資料要求	Data Protection and Data Access Requests
銀行/金融服務的資料保障	Data Protection in Banking/Financial Services
直接促銷活動的資料保障	Data Protection in Direct Marketing Activities
人力資源管理的資料保障	Data Protection in Human Resource Management
保險業的資料保障	Data Protection in Insurance
私隱管理系統	Privacy Management Programme
法院及行政上訴委員會近期的案例	Recent Court and Administrative Appeals Board Decisions



與持份者會面

為了解持份者對個人資料私隱保障的關注，公署與不同政府部門、機構、團體進行會面。

Meeting with stakeholders

In order to understand stakeholders' concerns about personal data protection, the PCPD held meetings with various government departments, organisations and groups.

機構名稱	Organisation
支付寶	Alipay
Amazon Web Services	Amazon Web Services
美國律師協會	American Bar Association
Ankura Consulting Group, LCC	Ankura Consulting Group, LCC
Apple	Apple
澳洲駐香港總領事館	Australian Consulate-General Hong Kong
政府統計處	Census and Statistics Department
中西區關注組	Central and Western Concern Group
思科系統有限公司	Cisco Systems Hong Kong Limited
花旗銀行(香港)有限公司	Citibank (Hong Kong) Limited
香港城市大學	City University of Hong Kong
民航處	Civil Aviation Department
商務及經濟發展局	Commerce and Economic Development Bureau
Commonwealth Scientific and Industrial Research Organisation	Commonwealth Scientific and Industrial Research Organisation
競爭事務委員會	Competition Commission
政制及內地事務局	Constitutional and Mainland Affairs Bureau
芬蘭駐香港總領事館	Consulate General of Finland, Hong Kong
消費者委員會	Consumer Council
Cyberwatch Finland	Cyberwatch Finland
Deloitte Touche Tohmatsu Limited	Deloitte Touche Tohmatsu Limited
律政司	Department of Justice
電子健康紀錄統籌處	Electronic Health Record Office
平等機會委員會	Equal Opportunities Commission
Facebook	Facebook
財經事務及庫務局	Financial Services and the Treasury Bureau
香港金融發展局	Financial Services Development Council
消防處	Fire Services Department
食物及衛生局	Food and Health Bureau
豐盛社企學會	Fullness Social Enterprises Society Limited
Global Data Review	Global Data Review
Google	Google
Groupe Spécial Mobile Association (GSMA)	Groupe Spécial Mobile Association (GSMA)

杭州互聯網法院	Hangzhou Internet Court
霍金路偉律師行	Hogan Lovells
香港應用科技研究院有限公司	Hong Kong Applied Science and Technology Research Institute Company Limited
香港電腦學會	Hong Kong Computer Society
香港數碼港管理有限公司	Hong Kong Cyberport Management Company Limited
香港迪士尼樂園	Hong Kong Disneyland
香港考試及評核局	Hong Kong Examinations & Assessment Authority
香港出口信用保險局	Hong Kong Export Credit Insurance Corporation
香港國際仲裁中心（電子「一帶一路」仲裁與調解平台成員）	Hong Kong International Arbitration Centre (a member of the eBelt and Road Arbitration and Mediation)
香港金融管理局	Hong Kong Monetary Authority
香港演藝人協會	Hong Kong Performing Artistes Guild
香港郵政	Hong Kong Post
香港生產力促進局	Hong Kong Productivity Council
香港科技園公司	Hong Kong Science & Technology Parks Corporation
香港貿易發展局	Hong Kong Trade Development Council
醫院管理局	Hospital Authority
Information Accountability Foundation	Information Accountability Foundation
Information Commissioner's Office, United Kingdom	Information Commissioner's Office, United Kingdom
政府新聞處	Information Services Department
International Association of Privacy Professionals (IAPP)	International Association of Privacy Professionals (IAPP)
投資推廣署	InvestHK
Iipseity Network	Iipseity Network
摩根大通	JP Morgan
九龍城區議會	Kowloon City District Council
立法會政制事務委員會	Legislative Council - Panel on Constitutional Affairs
立法會財經事務委員會	Legislative Council - Panel on Financial Affairs
立法會秘書處（申訴及資源管理部）	Legislative Council Secretariat (Complaints and Resources Management Division)
物流及供應鏈多元技術研發中心	Logistics and Supply Chain MultiTech R&D Centre
強制性公積金計劃管理局	Mandatory Provident Fund Schemes Authority
商界助更生委員會	Merchants Support For Rehabilitated Offenders Committee Limited
微軟	Microsoft
MLex	MLex
香港鐵路有限公司	MTR Corporation Limited
諾華誠信有限公司	Nova Credit Limited
海洋公園公司	Ocean Park Corporation
澳門個人資料保護辦公室	Office for Personal Data Protection, Macao SAR



政府資訊科技總監辦公室	Office of the Government Chief Information Officer
香港申訴專員公署	Office of The Ombudsman, Hong Kong
Office of the Privacy Commissioner of Canada	Office of the Privacy Commissioner of Canada
PayPal Hong Kong Limited	PayPal Hong Kong Limited
演出業協會(香港)有限公司	Performing Industry Association (Hong Kong) Limited
新加坡個人資料保護委員會	Personal Data Protection Commission, Singapore
政策創新與統籌辦事處	Policy Innovation and Co-ordination Office
路訊通傳媒集團有限公司	Roadshow Media Group Limited
保安局	Security Bureau
智慧城市聯盟	Smart City Consortium
香港社會創投基金	Social Ventures Hong Kong
渣打銀行(香港)有限公司	Standard Chartered Bank (Hong Kong) Limited
香港永明金融有限公司	Sun Life Hong Kong Limited
香港機場管理局	The Airport Authority Hong Kong
東亞銀行有限公司	The Bank of East Asia, Limited
電腦倫理學會	The Computer Ethics Society
香港銀行公會	The Hong Kong Association of Banks
香港保險業聯會	The Hong Kong Federation of Insurers
香港董事學會	The Hong Kong Institute of Directors
香港理工大學	The Hong Kong Polytechnic University
香港上海滙豐銀行有限公司	The Hongkong and Shanghai Banking Corporation Limited
大數據治理公會	The Institute of Big Data Governance
香港律師會	The Law Society of Hong Kong
香港公開大學	The Open University of Hong Kong
香港大學	The University of Hong Kong
香港大學法律學院	The University of Hong Kong - Faculty of Law
香港大學 – 社會科學研究中心	The University of Hong Kong - Social Sciences Research Centre
西九文化區管理局	The West Kowloon Cultural District Authority
湯森路透	Thomson Reuters
運輸署	Transport Department
環聯資訊有限公司	TransUnion Limited
TraxComm Limited	TraxComm Limited
美國駐港澳總領事館	U.S. Consulate General in Hong Kong and Macau
市區重建局	Urban Renewal Authority
Visa 香港	Visa Hong Kong
在職家庭及學生資助事務處	Working Family and Student Financial Assistance Agency



保障資料主任聯會

公署於2000年創立保障資料主任聯會，為機構的保障資料人員提供交流經驗和培訓平台，以促進知識增長和符規實踐。截至2019年3月底，聯會共有585名會員（包括個人及機構會員），會員來自公私營機構，並有多元背景，包括循規、法律事務、規管、執法及客戶服務。

公署於本報告年度為保障資料主任聯會會員舉辦了四次講座，主題包括網絡安全、私隱與社交媒體營銷、私隱管理系統，以及中小企與客戶及僱員個人資料保障。

Data Protection Officers' Club (DPOC)

The PCPD established the DPOC in 2000 to provide practising data protection officers with a platform for advancing their knowledge and practice of data privacy compliance through experience sharing and training. DPOC membership stood at 585 by the end of March 2019. The individual and organisational members come from a wide range of background, including compliance, legal affairs, regulatory affairs, law enforcement and customer relations, in both the public and private sectors.

During the reporting year, the PCPD held four seminars for DPOC members on cyber security, privacy and social media marketing, Privacy Management Programme as well as small and medium-sized enterprises (SMEs) and personal data protection for customers and employees.



行業保障私隱活動

公署一直致力推動商界（特別是中小微企）參與推廣保障及尊重個人資料私隱，以提升業界尊重個人資料私隱的文化。本年度公署繼續舉辦「中小企保障私隱運動」，推動中小型企業尊重個人資料私隱的企業文化。

就此，公署在本年度舉辦了數場研討會，主題包括網絡安全、歐洲聯盟《通用數據保障條例》與香港企業機構的關係、與《通用數據保障條例》相關的營銷推廣須知，以及中小企如何保障顧客個人資料，出席研討會人數逾千人。

Industry-specific Privacy Campaign

The PCPD strives to engage the business sector (especially the micro and SMEs) in promoting the protection and respect of personal data privacy, with a view to enhancing the culture of respect of personal data privacy in the sector. In this regard, the PCPD once again organised the Privacy Protection Campaign for SMEs during the reporting year in order to raise the SMEs' awareness of personal data protection and to promote an organisational culture of personal data privacy protection.

The PCPD organised seminars on cyber security, the relevance of the EU General Data Protection Regulation (GDPR) to Hong Kong businesses/organisations, the best practice in marketing under the GDPR and the ways that SMEs could protect customers' personal data. Over 1,000 participants attended the seminars.

公署亦製作了五集題為《中小企保障個人資料你要知》的廣播劇，在電台廣播後，已上載於公署網頁，供中小企隨時收聽，了解《私隱條例》的規定。

公署亦於工業貿易署中小企業支援與諮詢中心期刊《中小企脈搏》投稿，以具體例子解釋中小型企業經常遇到有關處理個人資料的問題，並簡介公署相關資源。

此外，公署繼續設立中小型企業的專屬諮詢熱線和電郵，為其提供便捷的《私隱條例》查詢渠道。

A five-episode-radio drama series on personal data protection by SMEs were broadcast and uploaded on the PCPD's website for SMEs to catch up and know more about the Ordinance.

The PCPD also contributed an article to *SME Pulse*, a periodical publication of Support and Consultation Centre for SMEs (SUCCESS). The article gave a brief account of some common problems regarding handling of personal data by SMEs and the PCPD's relevant resource materials.

In addition, the PCPD continued launching a dedicated hotline and email service providing SMEs with a readily available channel to make enquiries about the Ordinance.



走進社區

關注私隱運動

自2007年起，公署每年均參與由亞太區私隱機構(Asia Pacific Privacy Authorities)各成員合辦的「關注私隱運動」，藉此加強區內對保障個人資料私隱的意識。在香港，「關注私隱運動2018」於5月7日至13日舉行，並以「保障私隱 坐言起行」為主題，以推動企業、機構及公眾認識和重視「保障、尊重個人資料」的文化。

「關注私隱運動2018」的開幕儀式由香港特別行政區行政會議非官守議員、立法會議員林健鋒先生，GBS，JP聯同私隱專員擔任主禮嘉賓，同場亦舉行「中小企保障私隱運動」的啟動儀式。儀式後舉行的「網絡安全論壇」，邀得香港數碼港管理有限公司行政總裁任景信先生、香港警務處網絡及科技罪案調查科偵察高級督察黃迪奇先生，以及公署高級個人資料主任鄧浣心女士擔任講者，並由香港資訊科技商會榮譽會長兼公署科技發展常務委員會成員方保僑先生主持論壇，分享他們對網絡安全範疇中涉及的資料保障問題的見解和經驗。活動吸引逾200名嘉賓及行業代表出席。

PROMOTING AWARENESS IN THE COMMUNITY

Privacy Awareness Week

Since 2007, the PCPD has been participating in the Privacy Awareness Week (PAW) jointly organised by members of the Asia Pacific Privacy Authorities to enhance the awareness of privacy protection in the region. The PAW 2018, with the theme of "Privacy: from Principles to Practice", was held on 7-13 May 2018. PAW 2018 aimed to raise awareness of "protect and respect personal data" culture among companies and organisations as well as members of the public.

The PAW 2018 Inauguration Ceremony, attended by an audience of over 200 members, coincided with the Kick-off Ceremony of the Privacy Campaign for SME. Officiating at the two ceremonies were Non-official Member of the Executive Council and Member of the Legislative Council, the Honourable Jeffrey Kin-fung LAM, GBS JP, and the Privacy Commissioner. A Forum on Cyber Security was staged after the Kick-off Ceremony. The panel featured Chief Executive Officer of the Hong Kong Cyberport Management Company Limited, Mr Peter King-shun Yan, Detective Senior Inspector, Cyber Security and Technology Crime Bureau of the Hong Kong Police Force, Mr Dicky Tik-ki Wong, and Ms Nicola Tang, Senior Personal Data Officer of the PCPD. Facilitated by Honorary President of The Hong Kong Information Technology Federation and Member of the Standing Committee on Technological Developments of the PCPD, Mr Francis Fong, the panel speakers shared their insights and experience concerning data protection in the context of cyber security.



在報告年度內，公署邀得資深傳媒人車淑梅小姐擔任「私隱特使」，透過她深入民心的正面形象，與公署攜手推動個人資料私隱保障。

私隱專員於「關注私隱運動2018」期間舉辦的保障資料主任聯會迎新會暨「社交媒體行銷與私隱」的講座上發表演說，並邀得香港互動市務商會會長司徒廣釗先生聯同公署高級個人資料主任郭正熙先生與會員分享使用社交媒體行銷時須注意的私隱事項。



During the reporting year, the PCPD has invited Ms Candy Shuk-mui CHEA, a renowned veteran media practitioner, to become the Privacy Special Ambassador. Her well-known positive image helped disseminate messages on personal data privacy protection.

During the PAW 2018, the Privacy Commissioner delivered a speech to DPOC members at the Welcome Session cum Talk on “Privacy and Social Media Marketing”. Mr Ralph Szeto, Chairman of the Hong Kong Association of Interactive Marketing, and Mr Brad KWOK, Senior Personal Data Officer of the PCPD, shared with DPOC members their insights on privacy and social media marketing.



「關注私隱運動2018」共獲得逾400名來自各行各業的保障資料主任聯會會員的支持。公署更透過連串推廣和教育活動，包括製作電台廣播劇《中小企保障個人資料你要知》、傳媒訪問、播放保障網上私隱廣告短片、於港鐵車廂內張貼保障個人資料私隱的廣告、舉辦以學生及長者為對象的講座等，將保障個人資料訊息帶到社區。

The PAW 2018 was supported by over 400 members of the DPOC from various sectors. A series of promotion and public education activities including radio mini-drama series, media interviews, broadcast of TV advertisement on protecting online privacy, placement of advertisements in MTR train compartments to promote protection of personal data privacy, and talks for students and elderly were organised during the week.



四款由公署設計的「關注私隱運動2018」海報。
Four posters designed by the PCPD for the PAW 2018.

向長者推廣保障私隱教育活動

為協助長者認識潛在的資料私隱風險，以免成為相關罪案的受害者，蒙受金錢上的損失，公署與多個社會福利機構合辦了16場講座，與長者分享日常生活中保障個人資料的錦囊，吸引超過1,200名長者參與。「私隱特使」車淑梅小姐更擔任講座主講，與公署攜手推動個人資料私隱保障。

另外，助理個人資料私隱專員（投訴、傳訊及教育）於無線電視翡翠台節目《快樂長門人》中為「老友記」講解《私隱條例》的知識，提醒「老友記」日常生活中各種保障個人資料所需注意的事項。

Educational activities for senior citizens

To help senior citizens recognise potential data privacy risks and prevent them from being victimised by the associated crime and financial exploitation, 16 educational talks in collaboration with various social services organisations were held to share tips with the elderly on how to protect their personal data in daily life. Over 1,200 senior citizens attended the talks. The Privacy Special Ambassador Ms Candy Shuk-mui CHEA worked with the PCPD to convey privacy protection tips to the elderly.

Assistant Privacy Commissioner for Personal Data (Complaints, Communications & Education) attended an interview at an elderly programme "Happy Old Buddies" on TVB Jade to promote the understanding of the Ordinance and shared advices on safeguarding personal data in daily life among the elderly.



保障私隱學生大使計劃

公署連續第八年舉辦保障私隱學生大使計劃。透過這個計劃，公署希望鼓勵中學生身體力行，於校內舉辦與保障個人資料私隱相關的推廣活動及參與比賽，了解保護個人資料私隱的重要性，並向友儕傳遞此訊息。

本年的保障私隱學生大使計劃內容包括學校夥伴嘉許計劃，以及全港中學生「個人資料私隱保衛者」手機應用程式設計比賽。學校夥伴嘉許計劃設鑽石、金、銀、銅獎，以表揚在校園內實踐推廣保障個人資料私隱的中學，今年更首度頒發鑽石章予六間連續三年榮獲嘉許計劃金章的學校。本年共106間中學參與這個計劃，參與人數達六萬多人，人數創歷年新高。（詳見附錄四）。

Student Ambassador for Privacy Protection Programme

The PCPD has run the Student Ambassador for Privacy Protection Programme for eight consecutive years. Under the Programme, secondary school students are encouraged to walk the talk – to learn the importance of protecting personal data privacy and to share the knowledge with peers through organising interactive inter-school competitions and on-campus promotion.

The Programme for 2018 consisted of a Partnering Schools Recognition Scheme and an inter-school mobile app competition. The Partnering Schools Recognition Scheme offered diamond, gold, silver and bronze awards to commend the achievements of secondary schools that demonstrated good practice in promoting personal data privacy protection on campuses. This year, for its first time, the Diamond Awards were presented to six schools that had won the Gold Award for three consecutive years. A total of 106 secondary schools took part in the Scheme with more than 60,000 participants. The number of participants has reached a record high (see Appendix 4 for details).



至於手機應用程式設計比賽，參加者須運用 STEM (科學、技術、工程及數學) 的知識，以「保障、尊重個人資料」為主題，設計及編寫手機應用程式。是次比賽共吸引約 240 名來自 39 間中學的同學參加。學校夥伴嘉許計劃及手機應用程式設計比賽的頒獎典禮於 2018 年 7 月 8 日在科學園舉行。

For the mobile app competition, participating students each designed a mobile app with the theme “protect and respect personal data” by making use of STEM (Science, Technology, Engineering and Mathematics) knowledge. About 240 students from 39 secondary schools took part in the competition. The award presentation ceremony of the Partnering Schools Recognition Scheme 2018 and Inter-school Mobile App Competition was held at Science Park on 8 July 2018.



小學生保障私隱活動 2018

在數碼時代，資訊及通訊科技急速發展，帶出兒童私隱能否得到充份重視和保障的問題。有見及此，公署希望能提升兒童網上個人資料私隱保障的意識，透過舉辦「小學生保障私隱活動」，走入小學生(6至12歲)及其老師和家長群體，讓他們藉著取得更多資訊，能在兒童學習階段身體力行保障個人資料。

活動於2018年5月至7月期間舉行，主題為「個人資料 由你掌握」，期間舉辦兩項親子比賽和學校講座，並邀得本地圖文作家為活動創作多篇四格漫畫故事，透過當中活潑生動的卡通人物，傳達保護個人資料私隱的訊息。公署收到逾4,000份參加填色及標語創作比賽以及四格漫畫創作比賽的學生作品，共有117間小學在校園推廣是次活動。整項活動的參與人數達93,000人。

Privacy Campaign for Primary Schools 2018

The rapid development in ICT in digital age has raised the question of whether children's privacy is sufficiently valued and protected. The PCPD therefore would like to raise children's awareness of personal data privacy online. By introducing the privacy campaign for primary schools in 2018, the PCPD reached out to primary school students (aged 6-12) as well as their teachers and parents to keep them informed and engaged on personal data protection during childhood education.

Running between May and July 2018 with the theme "Data Protection in Your Hands", the campaign consisted of two parent-child competitions and student talks. A local comic illustrator was engaged to develop four-grid comic stories with lively and expressive cartoon characters to put across messages of protecting personal data privacy. More than 4,000 entries were received from students joining the Colouring Design and Slogan Competition, and the Comic Strip Competition, with 117 schools participating in the campaign promotion on campus. A total of 93,000 people participated in the campaign.





「個人資料 由你掌握」填色及四格漫畫創作比賽冠軍作品
Winning entries of "Data Protection in Your Hands" Colouring and Comic Strip Competition

