

私隱專員公署簡介

About PCPD



數字回顧 (2024年4月 — 2025年3月)

A Year in Numbers (April 2024 – March 2025)



3,450

接獲3,450宗投訴個案
Received 3,450 complaints



370

處理370宗「起底」個案
Handled 370 doxing cases



134

展開134次調查
Commenced 134 investigations



207

接獲207宗資料外洩事故通報
Received 207 data breach notifications



443

進行443次循規行動
Conducted 443 compliance actions



18,381

接獲18,381宗公眾查詢
Received 18,381 public enquiries



88

展開88次刑事調查
Initiated 88 criminal investigations



20

採取20次拘捕行動，拘捕21人
Mounted 20 arrest operations
and arrested 21 persons



225

回應225宗傳媒查詢
Responded to 225
media enquiries



62

發布62篇新聞稿
Issued 62
media statements



344,610

錄得每月平均344,610人次
瀏覽私隱專員公署網站
Logged an average of 344,610 visits
to the PCPD's website each month



3,024

各媒體發布了3,024則與
私隱專員公署工作相關的新聞
Noted 3,024 news reports relating to the
PCPD's work across various media channels



671

於社交媒體
發表671篇帖文
Published 671 social
media posts



57,900

錄得57,900人次參加私隱專員公署
的講座、研習班及工作坊
Recorded 57,900 attendances at the
PCPD's talks, seminars and workshops

願景、使命及價值

Vision, Mission and Values



願景 Vision

培養及推廣保障與尊重個人資料私隱的文化

To develop and promote a culture of protection of and respect for individual's privacy in relation to personal data

使命 Mission

透過宣傳和教育，推廣保障及尊重個人資料私隱

To promote the protection of and respect for personal data privacy through publicity and education

透過提供指引和最佳行事常規，促進合法及負責任地使用個人資料

To facilitate lawful and responsible use of personal data by providing guidance and best practices

透過有效執法，監察及監管循規情況

To monitor and supervise compliance through effective enforcement

透過持續檢視和優化，並參考全球個人資料私隱保障的標準，維持監管機制的效能

To maintain the efficacy of the regulatory regime through continuous review and enhancement, taking into account global standards for the protection of personal data privacy



價值 Values

尊重

尊重他人的個人資料私隱

Respect

Respect others' personal data privacy

誠信

行事公正專業

Integrity

Act fairly and professionally

創新

緊貼科技、社會與經濟的發展

Innovation

Embrace technological, social and economic developments

獨立

獨立於政府和其他機構

Independence

Independent from the Government and other bodies

卓越

致力追求最佳成績及最高標準

Excellence

Strive for the best results and highest standards

大事紀要

Key Moments of the Year

4月
Apr
2024

發表一宗公營機構資料外洩事故的調查結果
Released investigation findings on the data breach incident of a public organisation



舉辦「粵港澳大灣區個人信息跨境流動」研討會，吸引超過130名人士參加
Organised a seminar on “Cross-boundary Flow of Personal Information Within the Greater Bay Area”, attracting more than 130 participants



政制及內地事務局局長曾國衛, GBS, IDSM, JP與私隱專員出席立法會財務委員會特別會議，解答立法會議員的問題。私隱專員亦於立法會政制事務委員會會議上簡報公署在數碼時代保障個人資料私隱的工作

The Secretary for Constitutional and Mainland Affairs, Mr Erick TSANG Kwok-wai, GBS, IDSM, JP, and the Privacy Commissioner attended the special meeting of the Legislative Council Finance Committee to answer questions raised by Legislative Council members. The Privacy Commissioner also briefed members on the PCPD's initiatives for protecting personal data privacy in the digital age at a meeting of the Legislative Council Panel on Constitutional Affairs

5月
May
2024

發表一宗公營機構資料外洩事故的調查結果
Released investigation findings on the data breach incident of a public organisation



舉辦年度旗艦活動「關注私隱週 2024」，以「數據安全保私隱」為主題，展開一連串推廣及教育活動

Organised the annual flagship event “Privacy Awareness Week 2024” themed “Safeguard Data Security • Safeguard Privacy”, and launched a series of promotional and educational activities

5月
May
2024

完成對Worldcoin(世界幣)項目的調查並發表調查結果

Completed the investigation into the Worldcoin project and published the investigation findings

舉辦「資料外洩個案及數據安全措施分享」研討會，反應熱烈。研討會於7月再度舉辦，共吸引超過1,700名人士參加

Organised a seminar on “Lessons from Data Breach Cases and Recommended Data Security Measures”, which received an overwhelming response. The seminar was held again in July, drawing more than 1,700 participants in total



私隱專員出席其中一場反「起底」學校教育巡迴講座，向超過170名中學生講解「起底」罪行及保障網上私隱的重要性

The Privacy Commissioner attended a talk as part of the School Touring of Anti-doxxing Education Talks, and explained to more than 170 secondary school students the doxxing offences and the importance of protecting privacy online

6月
Jun
2024

發布《人工智能(AI)：個人資料保障模範框架》(《模範框架》)，提供國際認可及切實可行的建議和最佳行事常規，以協助機構在採購、實施及使用AI(包括生成式AI)時遵從《私隱條例》的相關規定

Issued “Artificial Intelligence (AI): Model Personal Data Protection Framework” (Model Framework) to provide internationally recognised and practical recommendations and best practices to assist organisations in procuring, implementing and using AI, including generative AI, in compliance with the relevant requirements of the PDPO



「私隱之友嘉許獎2023」在GovMedia Conference & Awards 2024中榮獲「香港年度最佳活動—監管組別」獎項

“Privacy Friendly Award 2023” received the “Hong Kong Campaign of the Year – Regulatory” award in the GovMedia Conference & Awards 2024



大事紀要

Key Moments of the Year

6月
Jun
2024

出席第61屆亞太區私隱機構論壇，並介紹私隱專員公署發出的《模範框架》
Attended the 61st Asia Pacific Privacy Authorities Forum and introduced the Model Framework issued by the PCPD

7月
Jul
2024

參與全球私隱執法機構網絡聯合行動，針對「誘導性設計模式」完成全球性保障私隱抽查並發表環球聯合報告
Joined the Global Privacy Enforcement Network to conduct the global privacy protection sweep on “Deceptive Design Patterns” and issued a global joint report subsequent to its completion



舉辦中學生AI實踐工作坊，讓他們認識AI所帶來的私隱風險及學習如何負責任地使用AI，吸引100名同學參加。活動亦包括參觀Microsoft微軟香港總部

Organised an AI practical workshop for secondary school students to understand the privacy risks associated with AI and learn how to use AI responsibly, attracting 100 students. The Workshop also included a visit to Microsoft Hong Kong's headquarters

舉辦「人工智能與私隱保障：發展與安全並重」研討會，吸引近1,000名人士參加

Organised a seminar on “AI and Privacy Protection: Balancing Innovation and Safety”, attracting nearly 1,000 participants



8月
Aug
2024



拍攝短片親身示範透過深度偽造技術實時換臉，提醒市民在AI時代，有相、有片也未必有真相

Produced a short video to demonstrate instant face swapping through deepfake technology, with a view to illustrating that it is easy to produce fake videos in the AI era

8月
Aug
2024

發表兩宗機構資料外洩事故的調查結果
Released investigation findings on the data breach incidents of two organisations



發布新版《身份證號碼及其他身份代號實務守則：資料使用者指引》及《身份證號碼與你的私隱》資料單張

Issued new versions of "Code of Practice on the Identity Card Number and other Personal Identifiers: Compliance Guide for Data Users" and information leaflet titled "Your Identity Card Number and Your Privacy"

9月
Sep
2024

私隱專員公署關愛義工隊上門探訪長者，送上中秋福袋並分享防騙貼士及影片，以加強長者的防騙意識

The PCPD Volunteer Team made home visits to the elderly, distributed Mid-Autumn Festival gift bags, and shared anti-fraud tips and videos to enhance awareness of fraud prevention among the elderly



出版英文新書“Personal Data (Privacy) Law in Hong Kong – A Practical Guide on Compliance (Third Edition)”(香港個人資料(私隱)法例的符規實務指南(第三版))，並舉辦新書發布會

Published a new book titled "Personal Data (Privacy) Law in Hong Kong – A Practical Guide on Compliance (Third Edition)" and organised a book launch

分別出席2024年國家網絡安全宣傳周——香港及澳門分論壇，並於澳門分論壇上發表演講

Attended the Hong Kong and Macao sub-forums of 2024 China Cybersecurity Week respectively, and delivered a keynote speech at the Macao sub-forum



大事紀要

Key Moments of the Year

9月
Sep
2024

主動啟動對五間刊登匿名招聘廣告的機構之調查，並呼籲求職者就匿名招聘廣告提高警惕

Proactively initiated investigations against five organisations that had placed “blind” recruitment advertisements (Blind Ads) and appealed to job seekers to stay vigilant about Blind Ads



10月
Oct
2024

與香港互聯網註冊管理有限公司合作推出一系列宣傳短片，協助機構提高員工對網絡安全及保障個人資料私隱的意識

Jointly launched a series of promotional videos with the Hong Kong Internet Registration Corporation Limited to assist organisations in raising employees' awareness of cybersecurity and personal data privacy protection



政制及內地事務局局長曾國衛, GBS, IDSM, JP 與私隱專員出席立法會政制事務委員會政策簡報會，解答立法會議員的問題

The Secretary for Constitutional and Mainland Affairs, Mr Erick TSANG Kwok-wai, GBS, IDSM, JP, and the Privacy Commissioner attended the Policy Briefing meeting of the Legislative Council Panel on Constitutional Affairs to answer questions raised by Legislative Council members

發表一宗體育會資料外洩事故的調查結果，以及為學校、非牟利機構及中小企推出「數據安全」套餐

Released investigation findings on the data breach incident of a sports association and launched the “Data Security” Package for schools, non-profit-making organisations (NGOs) and small and medium-sized enterprises (SMEs)



出席香港網絡安全高峰會2024並發表題為「人工智能與保障個人資料：挑戰及管治上的建議」的主題演講

Attended the Cyber Security Summit Hong Kong 2024 and delivered a keynote speech titled “AI and Personal Data Protection: Challenges and Recommendations on Governance”

聯同全球 15 個私隱或資料保障機構共同就數據擷取及私隱保障向社交媒體平台發表環球聯合聲明

Issued a global joint statement with 15 privacy or data protection authorities worldwide on data scraping and the protection of privacy to social media platforms

11月
Nov
2024



於香港國際電腦會議 2024 發表題為「在 AI 時代保障個人資料私隱：管治上的建議」的主題演講

Delivered a keynote speech titled “Safeguarding Personal Data Privacy in the Age of AI: Governance Recommendations” at the Hong Kong International Computer Conference 2024

舉辦「保障私隱學生大使・學校夥伴嘉許計劃 2024」暨「AI 新世代保障私隱領袖培訓計劃」嘉許典禮，表揚 67 間中學成為「學校夥伴」，向合共超過 17,000 名學生推動私隱友善的校園文化

Organised the Award Presentation Ceremony for “Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme 2024” cum “Future Leaders of AI and Privacy Protection Training Programme” to commend 67 secondary schools as “Partnering Schools” in promoting a privacy-friendly culture to over 17,000 students on campus



發表《數碼時代的私隱保障：實測十個網上旅遊平台收集個人資料的情況》報告

Released a report on “Privacy Protection in the Digital Age: A Study of the Collection of Personal Data by 10 Online Travel Platforms”

發表「香港企業網絡保安準備指數及 AI 安全風險」調查報告

Released the “Hong Kong Enterprise Cyber Security Readiness Index and AI Security” survey report



大事紀要

Key Moments of the Year

11月
Nov
2024

出席第62屆亞太區私隱機構論壇，並參與題為「亞太區人工智能及新興科技的治理：觀點與措施」的專題討論

Attended the 62nd Asia Pacific Privacy Authorities Forum and participated in a panel discussion titled "Governance of AI and Emerging Technologies in the Asia Pacific Region: Perspectives and Initiatives"



12月
Dec
2024

發表一宗政府部門資料外洩事故及八間機構透過一個求職平台刊登匿名招聘廣告的調查結果

Released investigation findings on the data breach incident of a government department and the Blind Ads posted by eight organisations on an online job-seeking platform

於《粵港澳大灣區(內地、香港)個人信息跨境流動標準合同》便利措施簡介會上發表演講

Spoke at the Briefing for Facilitation Measures on the "Standard Contract for Cross-boundary Flow of Personal Information Within the Guangdong-Hong Kong-Macao Greater Bay Area (Mainland, Hong Kong)"

1月
Jan
2025



發表一宗公營機構資料外洩事故的調查結果及發布新版《雲端運算指引》

Released investigation findings on the data breach incident of a public organisation and issued the new "Guidance on Cloud Computing"

發表2024年工作報告及一宗非牟利機構資料外洩事故的調查結果

Reported on the PCPD's work in 2024 and released investigation findings on the data breach incident of an NGO



2月
Feb
2025

出席應用科技高峰會，並在題為「確保生成式人工智能的可信度 — 挑戰與解決方案」的專題討論中擔任嘉賓講者

Attended the Tech Applied Summit and spoke as a panellist at a thematic session titled "Ensuring Trustworthiness in Generative AI – Challenges and Solutions"



私隱專員向立法會政制事務委員會報告2024年的工作

The Privacy Commissioner briefed the Legislative Council Panel on Constitutional Affairs on the work of the PCPD in 2024

3月
Mar
2025

舉辦「防騙有法」講座，吸引超過740名人士參加

Organised a seminar on "Protecting Personal Data to Prevent Fraud", attracting over 740 participants



與香港生產力促進局聯手推出「中小企數據安全培訓系列」，協助中小企加強保障數據安全，首場研討會吸引近400名人士參加

Jointly launched the "Data Security Training Series for SMEs" with the Hong Kong Productivity Council to assist SMEs in enhancing data security, attracting nearly 400 participants at the first seminar

發表《僱員使用生成式AI的指引清單》及一宗機構資料外洩事故的調查結果

Issued the "Checklist on Guidelines for the Use of Generative AI by Employees" and released investigation findings on the data breach incident of an organisation



企業管治

Corporate Governance

組織架構

香港個人資料私隱專員公署(私隱專員公署)是一個獨立機構，負責監察香港法例第486章《個人資料(私隱)條例》(《私隱條例》)的實施及符規情況。私隱專員公署致力透過監察及監管各界人士遵從《私隱條例》的規定，執行《私隱條例》及推廣保障和尊重個人資料私隱的文化，確保市民的個人資料私隱得到保障。

私隱專員公署於1996年8月成立，由個人資料私隱專員(私隱專員)領導轄下多個部門，包括投訴部、刑事調查部、合規及查詢部、法律部、環球事務及研究部、企業傳訊部及企業支援部。

Organisational Structure

The Office of the Privacy Commissioner for Personal Data (PCPD) is an independent body set up to oversee the implementation of and compliance with the Personal Data (Privacy) Ordinance (PDPO) (Chapter 486 of the Laws of Hong Kong). The PCPD strives to ensure the protection of the privacy of individuals in relation to personal data through monitoring and supervising compliance with the PDPO, enforcing its provisions, and promoting a culture of protecting and respecting personal data privacy.

Established in August 1996, the PCPD is headed by the Privacy Commissioner for Personal Data (Privacy Commissioner). It comprises several functional units, including the Complaints Division, Criminal Investigation Division, Compliance and Enquiries Division, Legal Division, Global Affairs and Research Division, Corporate Communications Division, and Corporate Support Division.



個人資料私隱專員

Privacy Commissioner for Personal Data

助理個人資料私隱專員(企業傳訊及營運)
Assistant Privacy Commissioner for Personal Data
(Corporate Communications and Operations)

助理個人資料私隱專員(投訴及刑事調查)
Assistant Privacy Commissioner for Personal Data
(Complaints and Criminal Investigation)

助理個人資料私隱專員(合規、環球事務及研究)
Assistant Privacy Commissioner for Personal Data
(Compliance, Global Affairs and Research)

署理助理個人資料私隱專員(法律)
Acting Assistant Privacy Commissioner for Personal Data
(Legal)

投訴 Complaints

刑事調查 Criminal Investigation

合規及查詢 Compliance and Enquiries

法律 Legal

環球事務及研究 Global Affairs and Research

企業傳訊 Corporate Communications

企業支援 Corporate Support

個人資料(私隱)諮詢委員會

個人資料(私隱)諮詢委員會(委員會)是根據《私隱條例》第11條成立，目的是就保障個人資料私隱及《私隱條例》運作的相關事宜，向私隱專員提供意見。

Personal Data (Privacy) Advisory Committee

The Personal Data (Privacy) Advisory Committee (PDPAC) was established pursuant to section 11 of the PDPO to advise the Privacy Commissioner on matters relating to personal data privacy protection and the operation of the PDPO.

主席 Chairperson



鍾麗玲 女士, SBS
Ms **Ada CHUNG Lai-ling**, SBS

個人資料私隱專員
Privacy Commissioner for Personal Data

成員 Members (按姓氏英文字母排序 in alphabetical order of last name)



陳嘉賢 女士, JP
Ms **Karen CHAN Ka-yin**, JP

德國寶集團有限公司
執行董事
Executive Director,
German Pool Group Company Limited



鄒錦沛 博士
Dr **CHOW Kam-pui**

香港大學計算機科學系副教授
Associate Professor,
Department of Computer Science,
The University of Hong Kong



簡慧敏 議員, JP
The Hon **Carmen KAN Wai-mun**, JP

中國銀行(香港)有限公司
總法律顧問
General Counsel,
Bank of China (Hong Kong) Limited



羅輝 先生
Mr **LAW Fai**

香港商業廣播有限公司
新聞及公共事務部總監
Director, News and Public Affairs, Hong Kong
Commercial Broadcasting Company Limited

委員會每年舉行定期會議，討論私隱專員公署的運作表現報告，並就公署的運作及政策事宜向私隱專員提供意見，包括推廣公眾對《私隱條例》的認識、理解及遵從的活動，以及可能影響個人資料私隱的現行及擬議的法例等。

委員會主席為私隱專員，而委員會成員則由政制及內地事務局局長委任，成員來自不同界別，各具豐富經驗和專業知識。

The PDPAC holds regular meetings each year to discuss reports on the operational performance of the PCPD and advise the Privacy Commissioner on operational and policy matters of the PCPD, including, among others, activities to promote awareness, understanding, and compliance with the PDPO, as well as existing and proposed legislation that may affect individuals' personal data privacy.

The Privacy Commissioner is the chairperson of the PDPAC, and members of the PDPAC are appointed by the Secretary for Constitutional and Mainland Affairs. The members come from diverse sectors, each bringing a wealth of experience and professional expertise.



連浩民先生, MH
Mr **Joseph**
LIN Ho-man, MH

HKE Holdings Limited
執行董事兼主席
Executive Director and Chairman,
HKE Holdings Limited



黃敏華女士
Ms **Nikki**
NG Mien-hua

信和集團
非執行董事
Non-Executive Director,
Sino Group



黃志光博士
Dr **Patrick**
WONG Chi-kwong

嶺南大學諮議會主席；
香港生產力促進局前副主席
Chairman, The Court of Lingnan University;
Former Deputy Chairman, Hong Kong
Productivity Council

政制及內地事務局副秘書長或
首席助理秘書長
Deputy Secretary for Constitutional
and Mainland Affairs or
Principal Assistant Secretary for
Constitutional and Mainland Affairs

科技發展常務委員會

私隱專員公署設立科技發展常務委員會，旨在協助私隱專員更有效地執行《私隱條例》第8(1)(f)條指明的法定職能，即對可能會影響個人資料私隱的資料處理進行研究及監察其發展。委員會就數據處理及資訊科技的發展對個人資料私隱的影響等議題向私隱專員提供意見。委員會成員由資訊及通訊技術行業的傑出人士，包括資訊安全、網絡安全和人工智能等領域的專家組成。

科技發展常務委員會由私隱專員及助理私隱專員擔任聯席主席，每年舉行定期會議。

Standing Committee on Technological Developments

The Standing Committee on Technological Developments (SCTD) was established to assist the Privacy Commissioner in better performing the statutory functions under section 8(1)(f) of the PDPO, namely researching into and monitoring technological developments that may affect personal data privacy. The SCTD advises the Privacy Commissioner on, among other things, the impact of the developments in the processing of data and information technology on the privacy of individuals in relation to personal data. It comprises distinguished individuals from the information and communications technology industry, including experts in the fields of information security, cybersecurity and AI.

The SCTD, co-chaired by the Privacy Commissioner and the Assistant Privacy Commissioner, holds regular meetings each year.

聯席主席 Co-Chairpersons



鍾麗玲女士, SBS
Ms Ada CHUNG Lai-ling, SBS

個人資料私隱專員
Privacy Commissioner for Personal Data

王雅媛女士
Ms Joanne WONG

助理個人資料私隱專員(合規、環球事務及研究)
Assistant Privacy Commissioner for Personal Data
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高級管理團隊

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高級管理團隊

私隱專員公署設立了高級管理團隊，負責訂立公署的策略方向和工作計劃、制定政策及管理公署的運作，以維持高水平的企業管治及有效執行《私隱條例》，確保市民的個人資料私隱獲得保障。高級管理團隊由私隱專員領導，成員包括首長級人員及部門主管。為確保有效管理，高級管理團隊每月舉行會議，匯報、討論及檢討公署各個部門的工作進度及成效。

企業策略計劃

維持高水平的企業管治對私隱專員公署的可持續發展和保障市民的個人資料私隱權利極為重要。根據公署的願景、使命及價值，公署制定了企業策略計劃，作為履行其法定職責的原則及目標，同時維持高水平的企業管治(圖1.1)。

Senior Management Team

The PCPD has set up a Senior Management Team (Team) tasked with envisioning strategic directions and work plans, formulating policies and managing operations of the PCPD, with a view to maintaining high standards of corporate governance and effectively enforcing the PDPO to ensure the protection of the personal data privacy of individuals. The Team is headed by the Privacy Commissioner and constitutes directorate officers and division heads of the PCPD. To ensure effective management, the Team meets monthly to report, discuss and review the work progress and performance of each division of the PCPD.

Corporate Strategic Plan

Maintaining high standards of corporate governance is of fundamental importance to the sustainability of the PCPD and the protection of personal data privacy rights of members of the public. In keeping with its vision, mission and values, the PCPD formulated the Corporate Strategic Plan as the principles and goals in performing its statutory duties while maintaining high standards of corporate governance (Figure 1.1).





圖 Figure 1.1

企業社會責任

私隱專員公署自2022年起成立「關愛義工隊」，透過舉辦不同義工活動向社會展示關懷，例如在新冠疫情期間向社福機構捐贈抗疫物資、在節日為長者舉辦防騙講座暨送暖行動，以及為有需要人士製作膳食餐盒等，為社會作出貢獻。

此外，私隱專員公署視員工為重要的資產。除了為員工提供各方面的培訓和發展機會，令員工持續增值外，公署亦舉辦不同的員工活動讓他們舒展身心，並定期舉行員工會議，以關懷及了解員工的需要。

Corporate Social Responsibility

The PCPD Volunteer Team, set up in 2022, shows care to the community through organising different volunteering activities. For example, the Volunteer Team donated medical supplies to social welfare organisations during the COVID-19 pandemic, arranged talks on fraud prevention while visiting the elderly during festivals to send joy and good wishes, and prepared meal boxes for the needy, etc., so as to contribute to the betterment of the community.

In addition, the PCPD values its employees as an important asset. With this in mind, the PCPD organises a wide range of staff activities to support its employees' physical and mental well-being, in addition to providing various training and development opportunities to equip them for continuous growth. Regular staff meetings are also held to care for and understand the needs of employees.



