

宣傳與教育

Promotion and Education



與不同界別聯繫

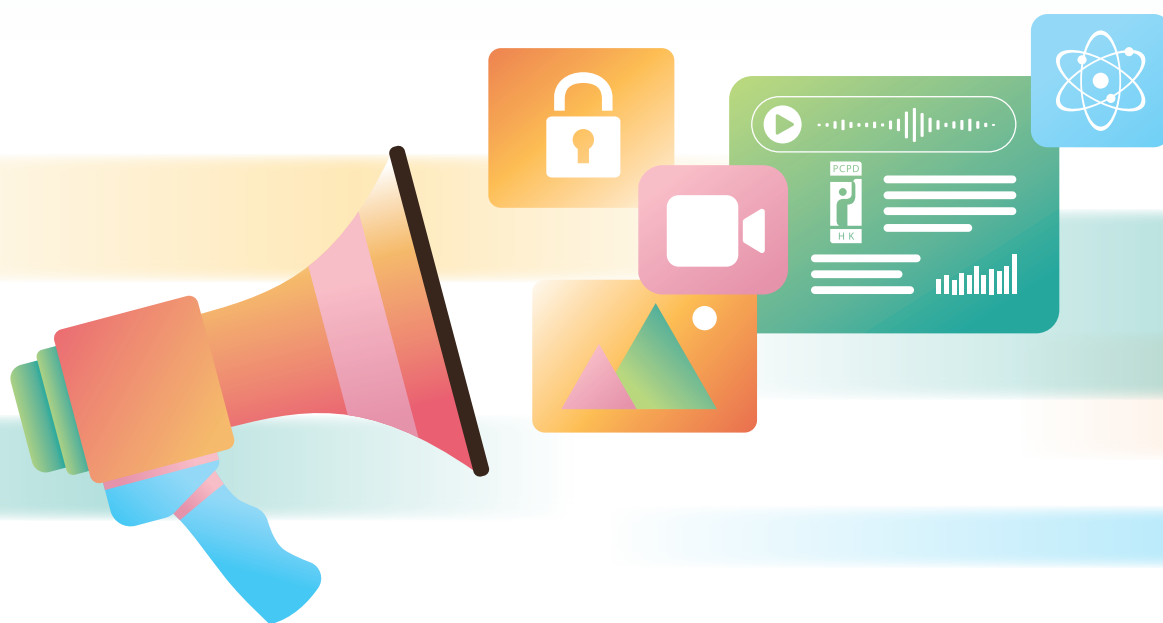
私隱專員公署於報告年度內繼續積極拓展全面的宣傳與教育活動，藉此加強社會各界對保障個人資料私隱的意識。憑藉多管齊下的推廣、教育及媒體活動，公署成功聯繫不同界別，促使他們進一步認識及理解保護和尊重個人資料私隱的重要性。

私隱專員公署持續不懈推動社會各界遵守《私隱條例》，制定多項適合不同持份者的宣傳活動、講座、會議和培訓課程。面對多樣化的私隱挑戰，公署亦積極透過發布指引、新聞稿和文章、接受訪問和回應傳媒查詢，以及在社交媒體平台宣傳等多種渠道回應社會關注，堅定履行其使命。

Engagement with Different Sectors

The PCPD has continued to actively expand its comprehensive promotional and educational activities during the reporting year, with a view to enhancing awareness of personal data privacy protection across various sectors of the community. Thanks to a multi-faceted approach that encapsulates promotion, education, and media outreach, the PCPD has successfully engaged different sectors, enabling them to deepen their understanding of the importance of protecting and respecting personal data privacy.

The PCPD remained a dedicated advocate for compliance with the PDPO across all sectors, with a slew of promotional activities, seminars, conferences, and training sessions tailored for different stakeholders. In the face of evolving privacy challenges, the PCPD also actively responded to societal concerns through multiple channels, including issuing guidelines, media statements and articles, attending interviews and responding to media enquiries, and promoting through social media platforms, to steadfastly fulfil its mission.



於報告年度內，私隱專員公署舉辦的各項活動共錄得 57,900 人次參加，充份展現公署在瞬息萬變的數碼新時代中，積極推動保障個人資料私隱所取得的顯著成效。

During the reporting year, the PCPD's activities recorded 57,900 attendances, clearly demonstrating the significant achievements made in promoting the protection of personal data privacy in the ever-changing digital era.



出版新書“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))

為響應2024國家網絡安全宣傳周，私隱專員公署聯同香港城市大學出版社出版英文新書“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))，並於2024年9月舉行新書發布會。

The Publication of “Personal Data (Privacy) Law in Hong Kong – A Practical Guide on Compliance (Third Edition)”

In support of 2024 China Cybersecurity Week, the PCPD collaborated with the City University of Hong Kong Press to publish the third edition of “Personal Data (Privacy) Law in Hong Kong – A Practical Guide on Compliance”. A book launch was held in September 2024.



新書除了全面介紹及解釋《私隱條例》的規定及保障資料原則，亦涵蓋私隱專員公署就遵從《私隱條例》條文進行的監管和執法工作。新版本新增了三個章節，剖析打擊「起底」的新條文、從香港跨境轉移個人資料，以及內地的個人信息保護相關規定。

The new book provides a comprehensive overview and explanations of the requirements and data protection principles under the PDPO, and encompasses an account of the supervision and enforcement work carried out by the PCPD pursuant to provisions of the PDPO. Three new chapters are added in this new edition, namely, the anti-doxing regime, cross-border transfers of personal data from Hong Kong, and the Mainland's personal information protection regime.

針對不同行業的保障私隱活動

於報告年度內，私隱專員公署共舉辦或參與30項涵蓋會計、教育、金融、人力資源、資訊科技、保險、法律、醫護、物業管理及社會服務等多個行業的保障個人資料私隱的宣傳及教育活動，吸引超過11,000名相關行業的人士參加。公署透過與不同夥伴機構合作，有效地向相關從業者分享保障個人資料的重要訊息，協助業界建立保障和尊重個人資料私隱的文化。有關夥伴機構

Industry-specific Privacy Campaigns

During the reporting year, the PCPD organised or participated in 30 industry-specific promotional and educational events in relation to personal data privacy protection, covering sectors such as accounting, education, finance, human resources, information technology, insurance, legal, medical and healthcare, property management, and social services. These events attracted over 11,000 participants from the relevant industries. Through collaborations with various partner organisations, the PCPD effectively spread the message of personal data protection to practitioners of respective industries, with a view to fostering a culture of protecting



包括：香港城市大學、數字政策辦公室、教育局、Google Developer Group Cloud Hong Kong、香港應用科技研究院、香港網絡安全事故協調中心、香港電腦學會、香港互聯網註冊管理有限公司、香港投資基金公會、香港金融管理局、香港警務處、香港生產力促進局、醫院管理局、全球元治理公會、保險業監管局、勞工處、私人財富管理公會、香港校董學會、香港銀行公會、香港社會服務聯會、香港保險業聯會、香港銀行學會、香港會計師公會、香港科技大學、香港華人會計師公會及香港大學。

and respecting personal data privacy in these sectors. These partner organisations included City University of Hong Kong, Digital Policy Office, Education Bureau, Google Developer Group Cloud Hong Kong, Hong Kong Applied Science and Technology Research Institute, Hong Kong Computer Emergency Response Team Coordination Centre, Hong Kong Computer Society, Hong Kong Internet Registration Corporation Limited (HKIRC), Hong Kong Investment Funds Association, Hong Kong Monetary Authority, Hong Kong Police Force, Hong Kong Productivity Council, Hospital Authority, Institute of Global Metagovernors, Insurance Authority, Labour Department, Private Wealth Management Association, The Hong Kong Academy of School Managers, The Hong Kong Association of Banks, The Hong Kong Council of Social Service, The Hong Kong Federation of Insurers, The Hong Kong Institute of Bankers, The Hong Kong Institute of Certified Public Accountants, The Hong Kong University of Science and Technology, The Society of Chinese Accountants and Auditors and The University of Hong Kong.



專題演講及講座

針對大眾關注的個人資料私隱議題，私隱專員公署於報告年度內舉辦多場專題研討會，涵蓋人工智能(AI)安全、數據管治、數據安全、資料外洩事故處理、粵港澳大灣區個人信息跨境流動、提防個人資料詐騙、資料保障與處理查閱資料要求等範疇。此外，公署亦積極參與其他機構舉辦的研討會及講座，向不同界別的人士分享有關個人資料私隱的最新資訊及意見，例如資訊素養、「起底」罪行的相關規定、數據流動及網絡安全等。

Speaking Engagements and Seminars on Topical Issues

In response to public concerns over widely discussed topics relating to personal data privacy, the PCPD organised various topical seminars during the reporting year, including artificial intelligence (AI) security, data governance, data security, data breach handling, cross-boundary flows of personal information within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), fraud prevention, data protection and handling of data access requests, etc. Additionally, the PCPD also actively participated in seminars and talks organised by other organisations to share with stakeholders up-to-date information and advice on different personal data privacy issues, such as information literacy, the anti-doxxing regime under the PDPO, data flow, and cybersecurity, etc.

問答環節



專業研習班

私隱專員公署舉辦不同範疇的專業研習班，內容涵蓋資料保障法律實務、與《私隱條例》有關的法院及行政上訴委員會案例、個人資料私隱管理系統、查閱資料要求、與直接促銷活動及人力資源管理有關的保障資料私隱措施，以及和物業管理、保險、銀行或金融服務行業有關的保障私隱議題。研習班獲超過30個專業機構及行業協會支持。在報告年度內，公署合共舉辦了27場專業研習班，吸引超過760名專業人士及相關行業的從業員參加。

Professional Workshops

The PCPD organised professional workshops on different aspects, covering topics on data protection law, court cases and Administrative Appeals Board's decisions relating to the PDPO, personal data privacy management programme, data access requests, data protection measures relating to direct marketing activities and human resource management, as well as privacy protection issues specific to property management, insurance, banking and financial services industries. These workshops were supported by more than 30 professional organisations and industry associations. During the reporting year, the PCPD organised a total of 27 professional workshops, attracting over 760 professionals and practitioners in relevant fields.

簡介講座及機構內部培訓

在報告年度內，私隱專員公署積極推動公眾及機構認識《私隱條例》，包括舉辦14場免費講座，向公眾解釋《私隱條例》的相關規定；以及舉辦191場為公私營機構度身訂造的內部培訓講座，講解《私隱條例》的要求，並提升機構的數據安全意識。

Introductory Seminars and In-house Training Programmes

During the reporting year, the PCPD stepped up its efforts to promote understanding of the PDPO among the public and organisations by organising 14 free introductory seminars for the general public to explain the PDPO's provisions, while providing 191 tailor-made in-house training sessions for public and private organisations to elucidate the requirements of the PDPO and promote data security awareness.

與持份者會面

為加深了解各界持份者對保障個人資料私隱的看法，私隱專員公署積極與不同界別的人士和機構聯繫，了解他們關注的私隱議題。公署與不同政府部門、商會、專業團體、組織、機構的代表、保障資料主任聯會會員、長者及青少年等保持溝通，就最新的私隱議題分享見解及互相交流。

Meetings with Stakeholders

To gain a better understanding of the perspectives of various stakeholders on personal data privacy protection, the PCPD strived to engage with individuals and bodies from different sectors to understand their concerns over privacy issues. The PCPD communicated with representatives from government departments, chambers of commerce, professional bodies, associations, organisations, members of the Data Protection Officers' Club, as well as elderly and youth groups, to share insights and exchange views on the latest privacy issues.



保障資料主任聯會

私隱專員公署於2000年成立保障資料主任聯會(聯會)，為公私營機構的保障資料人員提供具成效的培訓和經驗交流平台，讓他們獲取有關私隱領域的最新資訊，促進個人資料私隱符規。截至2025年3月底，聯會會員人數超過450名。

Data Protection Officers' Club

The PCPD established the Data Protection Officers' Club (DPOC) in 2000, providing an effective training and experience sharing platform for data protection practitioners in both public and private sectors to access the latest information in the privacy landscape and drive data privacy compliance. As at the end of March 2025, there are over 450 DPOC members.



保障資料主任聯會

DATA
PROTECTION
OFFICERS'
CLUB

在報告年度內，私隱專員公署為聯會會員舉辦了多場專題講座，當中包括企業使用AI的經驗分享會，邀請行業代表向會員分享如何以私隱友善的方式開發、採購及使用AI的實踐經驗。另外，公署亦舉辦了以粵港澳大灣區個人信息跨境流動為題的講座，協助會員了解《私隱條例》下有關從香港跨境轉移個人資料的法規要求。

During the reporting year, the PCPD organised multiple topical seminars for DPOC members, including a sharing session on the use of AI by enterprises, where an industry representative was invited to share his practical experiences in developing, procuring and using AI in a privacy-friendly manner. Additionally, the PCPD also held a seminar on the cross-boundary flow of personal information within the GBA, with the aim of helping members understand the regulatory requirements under the PDPO concerning the cross-boundary transfers of personal data from Hong Kong.

媒體拓展及宣傳

新聞稿及傳媒查詢

在報告年度內，私隱專員公署共發布了62篇新聞稿，並回覆了225宗傳媒查詢。傳媒關注議題包括多宗個人資料外洩事故、數據安全、使用生成式AI為個人資料私隱帶來的挑戰、公署的執法行動、「起底」個案和數間公司結束營業而影響客戶的個人資料私隱，以及預防個人資料詐騙等。

Media Outreach and Publicity

Media Statements and Enquiries

During the reporting year, the PCPD issued 62 media statements and responded to 225 media enquiries. Topics of media concern included multiple personal data breach incidents, data security, challenges to personal data privacy brought by the use of generative AI, the PCPD's enforcement actions, cases of doxxing and business closure that affected customers' personal data privacy, and prevention of personal data fraud, etc.



記者會、訪問、在報章及行業或專業刊物的文章

私隱專員公署分別於2024年4至6月、9至12月及2025年1月及3月舉行了九場記者會，讓傳媒及公眾人士了解公署的工作。記者會涵蓋公署2024年工作報告、發表七個調查結果、「香港企業網絡保安準備指數及AI安全風險」調查報告和推出學校、非牟利機構及中小企「數據安全」套餐、發布《人工智能（AI）：個人資料保障模範框架》（《模範框架》）和《僱員使用生成式AI的指引清單》，以及《私隱條例》下打擊「起底」行為的條文生效三年以來的成效。

Media Briefings, Interviews and Articles in Newspapers and Industry or Professional Journals

The PCPD organised nine media briefings from April to June, and September to December 2024, as well as in January and March 2025 respectively, allowing the media and members of the public to better understand the PCPD's work. The media briefings covered the PCPD's work report for the year 2024, the release of seven investigation findings, the "Hong Kong Enterprise Cyber Security Readiness Index and AI Security" survey report, and the launch of the "Data Security" Package for schools, non-profit-making organisations, and small and medium-sized enterprises, the publication of the "Artificial Intelligence: Model Personal Data Protection Framework" (Model Framework) and the "Checklist on Guidelines for the Use of Generative AI by Employees", as well as a summary of the three-year enforcement work since the commencement of the provisions criminalising doxxing acts under the PDPO.





另外，私隱專員及其團隊就多個有關私隱的議題接受了49次電視、電台及報章訪問，內容涵蓋《模範框架》、多宗資料外洩事故的調查結果、《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》報告等多個主題。

私隱專員亦在報章及行業或專業刊物上發表文章，以回應時下備受關注的私隱議題並提供建議，包括《模範框架》、數據安全、粵港澳大灣區個人信息跨境流動。

In addition, the Privacy Commissioner and her team conducted 49 television, radio and newspaper interviews on various privacy-related topics, including the Model Framework, the investigation findings of various data breach incidents, and the report on “Privacy Protection in the Digital Age: A Study of the Collection of Personal Data by 10 Online Travel Platforms”, etc.

The Privacy Commissioner also published articles in newspapers and industry or professional journals to address and advise on topical privacy issues, such as the Model Framework, data security, and cross-boundary flows of personal information within the GBA.

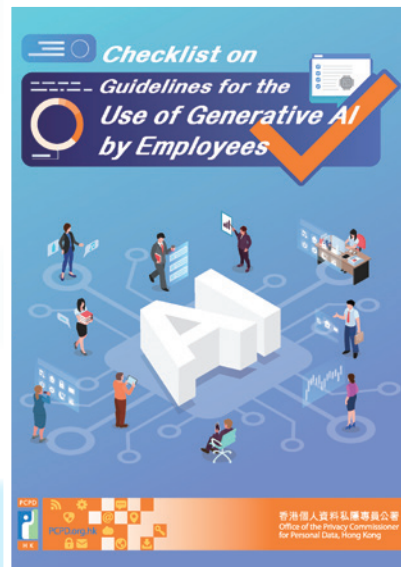
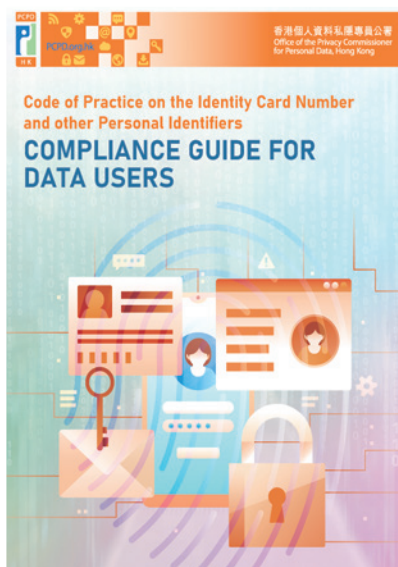
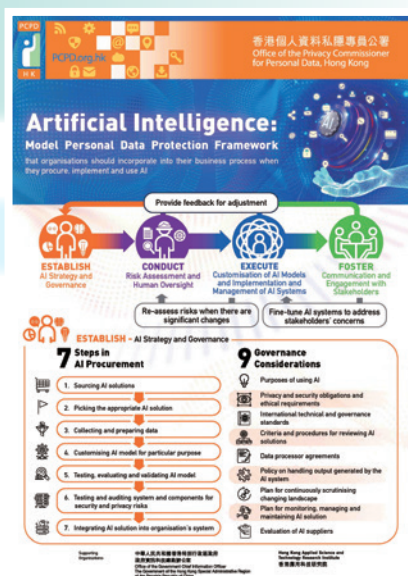


宣傳及教育刊物

在報告年度內，除了出版新書“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))外，私隱專員公署亦就不同熱門議題編製多份刊物，為持份者提供實用指引及合規建議，當中包括《人工智能(AI)：個人資料保障模範框架》及其單張、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、《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、《求職者就披露刑事紀錄須知》資料單張、《雲端運算指引》，以及《僱員使用生成式AI的指引清單》。

Publicity and Educational Materials

During the reporting year, alongside the publication of the new book “Personal Data (Privacy) Law in Hong Kong – A Practical Guide on Compliance (Third Edition)”, the PCPD also published a number of publications on various hot topics, providing stakeholders with practical guidelines and compliance advice. The publications included the “Artificial Intelligence: Model Personal Data Protection Framework” and its leaflet, new versions of the “Code of Practice on the Identity Card Number and other Personal Identifiers: Compliance Guide for Data Users” and an information leaflet titled “Your Identity Card Number and Your Privacy”, a report on “Privacy Protection in the Digital Age: A Study of the Collection of Personal Data by 10 Online Travel Platforms”, an information leaflet on “Note for Job Applicants on Disclosure of Criminal Records”, as well as the guidance on “Cloud Computing” and “Checklist on Guidelines for the Use of Generative AI by Employees”.

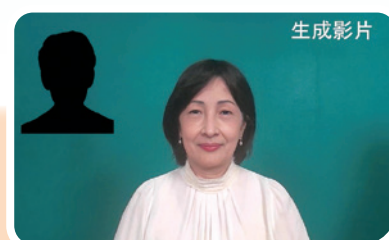


製作「貼地」的宣傳及教育短片

為了加深機構及公眾對《私隱條例》的理解及掌握保障個人資料私隱的最新資訊，私隱專員公署於報告年度內就不同主題製作了多段宣傳及教育短片。其中一條短片展示了私隱專員在社交媒體平台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。公署亦為新書“Personal Data (Privacy) Law in Hong Kong – A Practical Guide on Compliance (Third Edition)”製作兩段短片，簡介近年私隱法的發展。

Creating Down-to-earth Promotional and Educational Videos

To promote a better understanding of the PDPO and access to the latest information on personal data privacy protection among organisations and members of the public, the PCPD produced a series of promotional and educational videos on various topics during the reporting year. One of the videos features the Privacy Commissioner in a real-time demonstration of face-swapping using deepfake technology on social media platforms, reminding the public that appearances and videos can be deceptive in the age of AI. Furthermore, two videos were produced to introduce the latest developments in privacy law, in conjunction with the publication of “Personal Data (Privacy) Law in Hong Kong – A Practical Guide on Compliance (Third Edition)”.



此外，為協助機構提高員工對網絡安全及保障個人資料的意識，私隱專員公署與香港互聯網註冊管理有限公司合作推出一連三集的宣傳短片，以輕鬆的手法為機構提供相關指引及貼士。公署亦將專題講座及記者會的錄影片段上載至公署網站，讓公眾及機構可隨時重溫有關內容。

In addition, to assist organisations in raising their employees' awareness of cybersecurity and personal data protection, the PCPD collaborated with the HKIRC to launch a promotional video trilogy to provide relevant guidance and tips in a lively manner to organisations. Recordings of thematic seminars and media briefings are available on the PCPD's website, allowing the public and organisations to access and review the content at any time.

網站及社交媒體平台

私隱專員公署透過網站傳遞有關公署的工作、保障個人資料私隱及其最新發展的資訊，效果顯著。在報告年度內，公署的網站錄得超過4,135,300瀏覽人次，較上一個報告年度大幅增加了60%。

為了更貼近公眾，私隱專員公署定期更新其社交媒體平台，以淺白的文字和插圖講解個人資料私隱保障的資訊。在報告年度內，公署在社交媒體平台上共發表671篇帖文，涵蓋不同的個人資料私隱議題，又以數據安全吉祥物「數據保寶」推出一系列數據安全懶人包，提供在密碼管理、使用社交媒體及智能電話時保障個人資料私隱的實用貼士。

Website and Social Media Platforms

The PCPD effectively disseminates information about its work, personal data privacy protection, and the latest developments through its website. During the reporting year, the dedicated website garnered over 4,135,300 visits, representing a substantial 60% increase compared to the previous reporting year.

To level up public engagement, the PCPD regularly updates its social media platforms, using straightforward language and illustrations to elucidate personal data privacy protection. Throughout the reporting year, the PCPD published 671 posts on social media platforms, covering a wide range of personal data privacy topics. The PCPD also introduced a series of data security “info-packs” featuring the data security mascot “Data Guardian”, offering practical tips on personal data privacy protection in areas of password management, social media usage and smartphone security.



青少年教育

保障私隱學生大使・學校夥伴嘉許計劃2024

為向青少年推廣尊重及保障個人資料私隱的重要訊息，私隱專員公署舉辦「保障私隱學生大使・學校夥伴嘉許計劃」(嘉許計劃)，共有 67 間中學成為「學校夥伴」，與公署攜手宣揚反「起底」的訊息，包括舉辦相關的教育講座、播放教育影片及派發宣傳刊物等，合共吸引超過 17,000 名學生參與。

Youth Education

Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme 2024

To promote the importance of respecting and protecting personal data privacy among the youth, the PCPD organised the “Student Ambassador for Privacy Protection Programme – Partnering Schools Recognition Scheme 2024” (Student Ambassador Programme). A total of 67 secondary schools became “Partnering Schools”, joining hands with the PCPD in disseminating anti-doxxing messages by organising educational talks, broadcasting educational videos and distributing promotional materials, with a total of more than 17,000 students participated in the activities.



嘉許計劃亦包括「AI新世代保障私隱領袖培訓計劃」(領袖培訓計劃)，讓參加學生透過AI專題講座及互動體驗工作坊等活動，學習個人資料私隱管理系統的重要性，以及認識符合《私隱條例》規定的AI應用標準。活動獲得教育局、科技和教育界的機構支持。計劃的嘉許典禮於2024年11月圓滿舉行，並邀得政制及內地事務局局長曾國衛先生, GBS, IDSM, JP擔任主禮嘉賓。

The Student Ambassador Programme also featured the “Future Leaders of AI and Privacy Protection Training Programme” (Future Leaders Programme), which enabled participating students to learn the importance of personal data privacy management programmes and AI application standards that comply with the PDPO through activities such as a topical seminar and an AI practical workshop. The Future Leaders Programme was organised under the auspices of the Education Bureau and organisations from technological and educational sectors. The Student Ambassador Programme culminated in a recognition ceremony in November 2024, officiated by the Secretary for Constitutional and Mainland Affairs, Mr Erick TSANG Kwok-wai, GBS, IDSM, JP.



反「起底」學校教育巡迴講座

為提高中學生在使用社交媒體時保護個人資料的意識，以及培養他們向網絡欺凌及「起底」說「不」的正確態度，私隱專員公署持續舉辦反「起底」學校教育巡迴講座，透過到校講座的形式向中學生推廣相關資訊。在報告年度內，公署人員曾到訪 32 間中學，向約 9,300 名學生宣揚反「起底」訊息。

School Touring of Anti-doxxing Education Talks

With a view to enhancing secondary school students' awareness of personal data protection when using social media and nurturing their correct attitude to say "No" to cyberbullying and "doxxing", the PCPD continued to organise the School Touring of Anti-doxxing Education Talks to promote the messages among students. During the reporting year, representatives from the PCPD visited 32 schools to promote the anti-doxxing message to around 9,300 students.

