

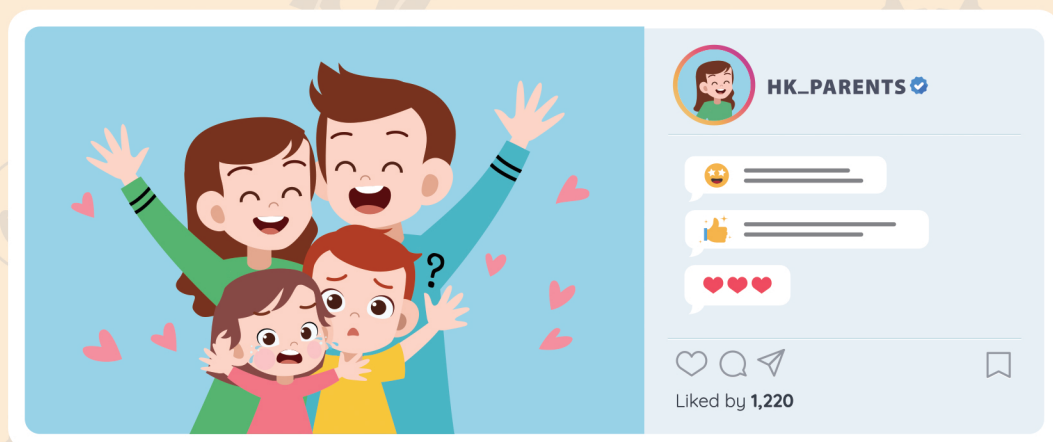


香港個人資料私隱專員公署

Office of the Privacy Commissioner for Personal Data, Hong Kong

Sharenting Dos and Don'ts

What is "sharenting"? If you always share your children's daily lives on social media platforms, you may be engaged in sharenting ("sharing" + "parenting"). This pamphlet provides you with some dos and don'ts in sharenting.



Dos



Beware of the details: Take a second look at your social media post before publishing to make sure it does not reveal any personal details of your children or that of others, e.g., full facial image, full name, date of birth, student number, name of school / teacher, etc.



Communicate - Seek agreement: Consider asking for your children's consent before posting to show your respect for their willingness. If your children feel upset or embarrassed about the posts you shared, remove the posts immediately.



Double check your privacy settings: Make sure that appropriate privacy settings are in place, such as whether your posts are visible to the public or just a confined group. Check whether a social media platform's privacy policy allows correction and/or erasure requests to be made.



Think about the future: Think twice before sharing your children's information. Consider whether you want the post to be part of your children's digital footprint. Would it cause embarrassment to the children in the future or affect their education or work prospects?

Don'ts



Don't overlook your children's privacy: Consider the long-term implications on your children if you are to share anything about them online, including whether you want others to have access to such information, whether it is appropriate for social media platforms to collect your children's personal data, and whether such information would be collected by others with malicious intent.



Don't live for the "likes": While sharing pictures or funny incidents with friends online may attract "likes", it is important to bear in mind the privacy rights and dignity of your children. Using your children's daily stories to gain attention may make them feel upset or embarrassed in the future.



Don't overshare: Reflect on the content and frequency of your posts. Over-sharing may occur when the posts shared are too personal, too frequent, or are potentially disturbing or embarrassing to the children when they get older. Consider these questions:

- Would the post indirectly disclose your children's daily locations or activities?
- Are the photos intimate photos?
- Would the photos or captions cause embarrassment to the children or expose them to criticisms?
- Would you like such posts of yourself be shared?



Don't post photos of other children without permission from their parents: Not everyone wants their children's photos or information be shared publicly, and it's important to respect their privacy rights. Consider the possible consequences of sharing photos of other people's children without permission.

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