

Proper Handling of Customers' Personal Data for the Beauty Industry

Personal Data Collection on Trial Membership

Collection of a customer's HKID Card number for registration as a trial member or for the issuance of a trial pass is considered unnecessary.



Unfair Data Collection

If a beauty company seeks to induce consumers to provide their personal data in return for shopping coupons or other benefits, which are not available or cannot reasonably be materialised, such practice may amount to collection of personal data by unfair means.



Personal Data Transfer or Disclosure/ Direct Marketing

Before disclosing or transferring customers' personal data to others, a beauty company must ensure that the purpose of the disclosure or transfer is not for a new purpose. Also, beauty companies that engaged in direct marketing must meet the requirements under Part 6A of the Personal Data (Privacy) Ordinance.



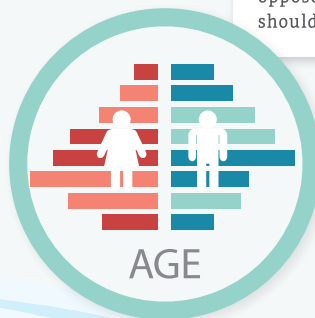
Personal Data Collection for Unconnected Services

If a beauty company wishes to collect other personal data from customers for purposes unconnected with the provision of beauty services, e.g., marital status, income, etc., it must clearly inform its customers of the purposes of collecting such data, and that provision of the data is entirely optional.



Collection of Age-specific Data

If a beauty company wishes to collect a customer's date of birth with a view to offering age-specific products and services, the collection of the customer's age or age range, as opposed to the specific date of birth, should suffice.



Data Security

Staff should be given adequate training on safe-keeping documents containing customers' personal data.



Personal Data Collection on Non Doctor-Patient Relationship

Where the use of energy-emitting devices is operated by beauty practitioners and not by registered doctors, the relationship between the customer and the practitioner in the operation is not one of doctor-patient and, as such, the beauty company is not entitled to collect the customer's HKID Card number.



For details, please refer to the "Guidance on the Proper Handling of Customers' Personal Data for the Beauty Industry".

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