

# Privacy and Social Media



保障、尊重個人資料  
Protect, Respect Personal Data

**Brad Kwok**  
**Senior Personal Data Officer**

# What is Social Media



# Social Media Landscape in Hong Kong



**Active Internet users:** 6.46 million  
(87% of total population)



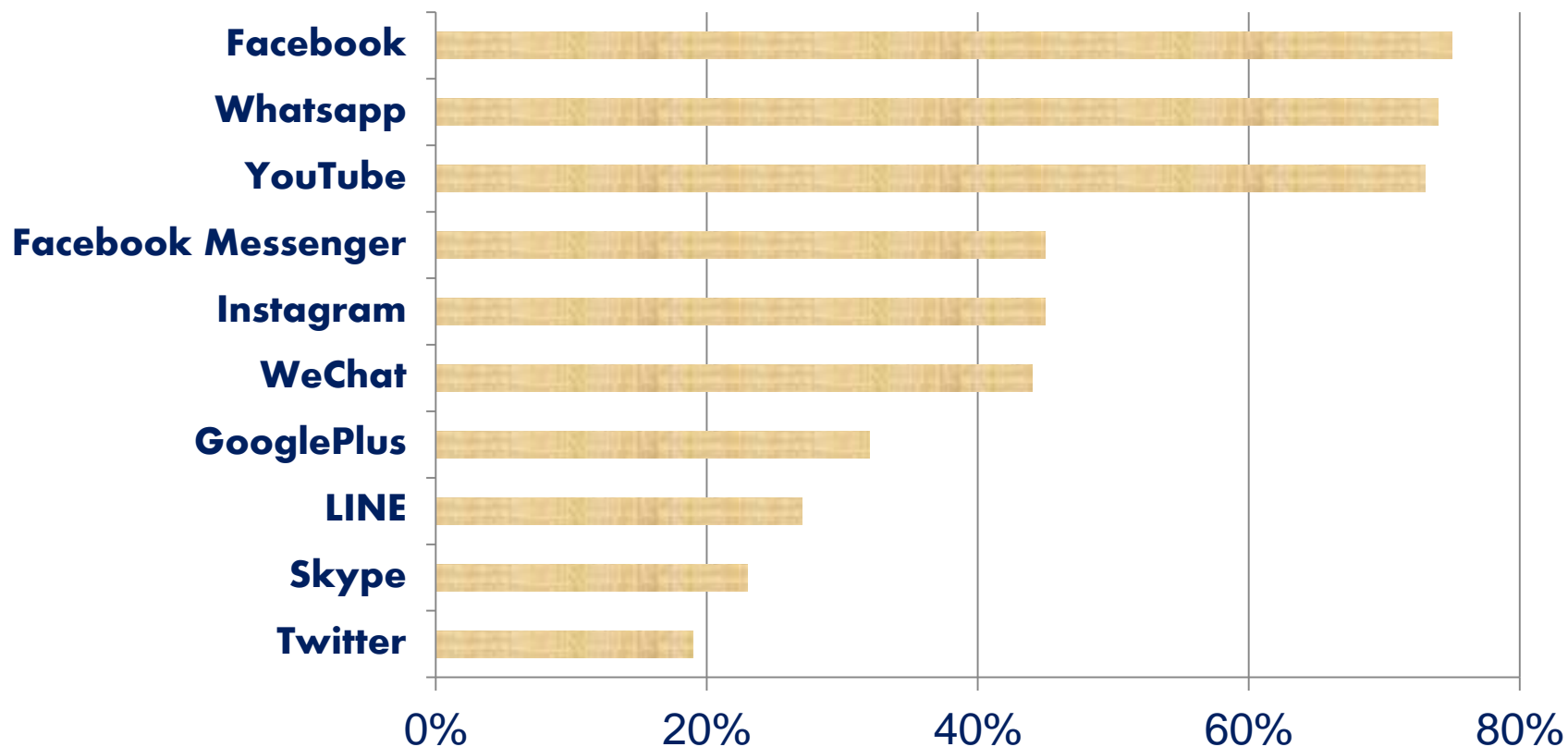
**Active social media users:** 5.8 million  
(78% of total population)



**Active mobile social users:** 5.2 million  
(70% of total population)

Source: wearesocial.com (as in January 2018)

# Penetration of leading social network in Hong Kong



Source: statista.com (as in Q3 2017)

# Pros and Cons of Social Media

## Pros

Worldwide connectivity

Commonality of interest

Real-time information sharing

Increased transparency

Targeted advertising strategy

Increased speed of news cycle

## Cons

Cyber-bullying

Risk of fraud and identity theft

Oversharing

Loss of reputation

Invasion of privacy

Risk of information security

# Why businesses use social media



Customer insight



Regular interaction



Website traffic



Targeted ads



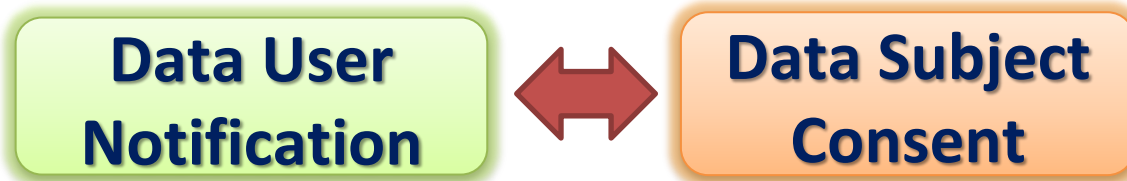
Brand awareness



Build relationship

# Direct Marketing

- The offering, or advertising of the availability, of goods, facilities or services;
- The solicitation of donations or contributions for charitable, cultural, philanthropic, recreational, political or other purposes;
- Through direct marketing means (the above activities made to specific person by mail, fax, email and phone)



# Data Risk and Challenges





# (1) Covert Data Collection



- Massive and ubiquitous data collection from multiple sources
- Tracking online and offline
- Data subject may be unaware of data collection and use

## (2) Unexpected Data Use



- Companies analyse innocuous data to predict intimate and sensitive data
- Correlations (not causality)
- Users may be surprised by predictions

# (3) Re-identification



- Combining datasets may allow re-identification of data subjects

# (4) Profiling, Unfairness and Discrimination



- Profiling to infer or predict individuals' preferences, health, work performance, credit worthiness, propensity to crime
- Loan institutions lowered people's credit limits based on poor repayment histories of other people shopping at same stores

# (5) Security Risk

- Hacking
- Malware  
(e.g. ransomware, virus)



# Data Protection Principles

收集目的及方式  
Collection  
Purpose Et Means

1



保安措施  
Security

4



準確性、儲存及保留  
Accuracy Et Retention

2



透明度  
Openness

5



使用  
Use

3







查閱及更正  
Data Access Et  
Correction

6



# Complaints in Relation to Use of Information and Communications Technology

	2015	2016	2017
<b>No. of complaint cases in relation to use of ICT</b>			
 Use of social networking websites			
 Use of smartphone applications	241	229	237
 Disclosure or leakage of personal data on Internet			
 Cyber-bullying			
<b>Total no. of complaint cases</b>	<b>1,971</b>	<b>1,838</b>	<b>1,533*</b>
<b>Percentage</b>	<b>12%</b>	<b>12%</b>	<b>15%</b>

\*exclude 1,968 complaints relating to the reported loss of laptops containing personal data of election committee members and electors by the Registration and Electoral Office.

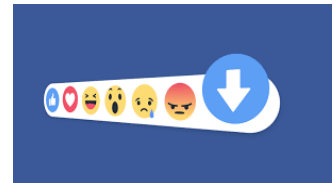
# Facebook Incident





# Facebook Incident

- Remove developers' access to users' data if users have not accessed the app for 3 months;
- Restrict the type of personal data disclosed to app developers;
- Restrict user search function;
- Provide more user-friendly privacy control to users.



# Suggestions for Data Users

## Accountability



# Suggestions for Data Users

## Transparency





## 條款及細則

- 每人只限參加3次。
- 每人步行400千卡路里(400kcal)為上限，如參加者於活動中步行超過此數值，大會將以400千卡路里(400kcal)作計算。
- 參加者需使用任何能記錄消耗卡路里的裝置為卡路里上載之裝置(如:運動心電錶、運動應用程序等裝置)
- 每名參加者需於活動中成功完成卡路里上載程序。
- 參加者簽名及出席活動即代表他/她自願參加活動，自負一切所有責任。
- 參加者一旦前往往返場地或活動中受到任何財物損失、受傷或死亡，主辦單位、活動贊助機構均不負任何法律責任。
- 參加者保證所有資料均屬真實，如發現有虛假資料，FOODSPORT有權取消參加者的資格並即時通知。
- 確保上載之相片及內容是你的原創(作品中不得包含他人圖像或文字部分)，及於參加前未曾公開。且不得包含抄襲、竊取或侵害任何第三之知識產權，及內容未構成誹謗或違反法律規定。
- FOODSPORT有權刪除、修改、編輯及轉貼參加者於此發佈的文字等內容。
- 參加者的留言必須與FOODSPORT有關，另外，留言不可含有粗言穢語、不雅或攻擊內容。
- 當參加者參加本次活動時，主辦單位將蒐集您的個人資料(包括姓名、電郵、電話及地址等資料)，並作為本次活動之活動聯繫、活動通知、後續處理、聯絡及記錄等目的使用之用途。
- 如有任何爭議，FOODSPORT保留最終決定權。
- 如對本活動有任何查詢，歡迎電郵至[foodsport@symbol-of.com](mailto:foodsport@symbol-of.com)與我們聯繫。

# Suggestions for Data Users

## Meaningful Choices




**foodsportweek.foodsport.com.hk** will receive:  
your public profile and email address. ⓘ

 [Edit this](#)

**Continue as Brad**

Cancel

 This doesn't let the app post to Facebook

[App Terms](#) - [Privacy Policy](#)

# Tips for individuals



# Tips for individuals

- Think before you share/upload anything
- Consider targets for sharing (Public? Friend only?)
- Review privacy settings regularly





# Tips for individuals

- Read the privacy policy
- Avoid providing excessive personal data
- Be cautious about third-party applications
- Remove unused accounts
- Turn off location function
- **Again**, think before you share/upload



спасибо  
 danke 謝謝  
 ngiyabonga  
 teşekkür ederim  
 tapadh leat  
 dank je  
 gracias  
 mochchakkeram  
 bedankt  
 hvala  
 maururu  
 thank you  
 go raibh maith agat  
 dziekuje  
 sagolun  
 sukriya  
 kop khun krap  
 arigato  
 takk  
 dakujem  
 merси  
 obrigado  
 terima kasih  
 감사합니다  
 grazie  
 ευχαριστώ  
 merci