



# Privacy concerns when using social networks

***Carol CHAN, Corporate Communications Manager  
Office of the Privacy Commissioner for Personal Data, Hong Kong  
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# Key principles when using social networks

- **Appropriateness**
- **Transparency**
- **Respect for individual rights**
- **Protection**



# Privacy Concerns – Collection of Personal Data

## Collection of personal data

- **Must supply a corresponding Personal Information Collection Statement (PICS)**
- **Do not collect data excessively, evaluate the actual need for each item of the data collected**
- **Make known the practices and policies**

Reference: [www.facebook.com/OAICgov](https://www.facebook.com/OAICgov)



# Privacy Concerns – Display and Use of Personal Data

## Display and use of personal data

- Display users or members' comments and recommendations only with their knowledge
- Allow users or members to opt out of participating at such practice
- Consent must be obtained where there is a change of use of personal data



# Privacy Concerns – Direct Marketing

Like



**Consent organisations  
to use members/users'  
contact information in  
direct marketing?**



# Privacy Concerns – Direct Marketing

## Direct Marketing

- Shared profile information is not consented contact information
- “Like” does not equate to consent
- Must comply with the direct marketing requirements



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# Publications

