

Social Networks: Why Privacy Matters



Surprise Minimisation





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Views to be shared:

- From the regulator
- From the social network platform
- From the agency
- From the consumer's perspective





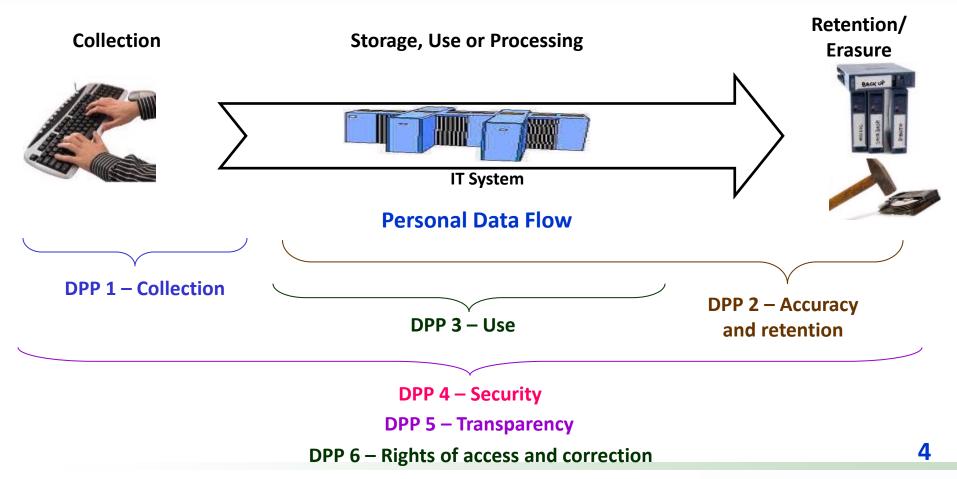
1. Informed Consent

2. Protection

3. Transparency

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Privacy by Design



Privacy by Design* is the philosophy of embedding privacy from the outset into the design specifications of accountable business processes, physical spaces, infrastructure and information technologies



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*http://privacybydesign.ca/

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A clever person solves problem,

a wise person avoids it.



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Social networks may be used for

- Marketing
- Customer service
- Human resource management
- Social network analytics

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Marketing

- Shared profile information is not consented contact information;
- "Like" does not equate to consent;
- Collection of personal data on forms must comply with the law.

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Customer Service

• Use non-public means to establish the identity of the customer.

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HR Management

- Recruitment
 - Use of social network information for employment selection needs to be fair
- Employee 'monitoring'
 - Needs to be supported by a formal 'social network policy'

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Analytics

- Social networks could be good for organisations to *analyse/profile*
 - Customer
 - Potential customers
 - Difficult customers

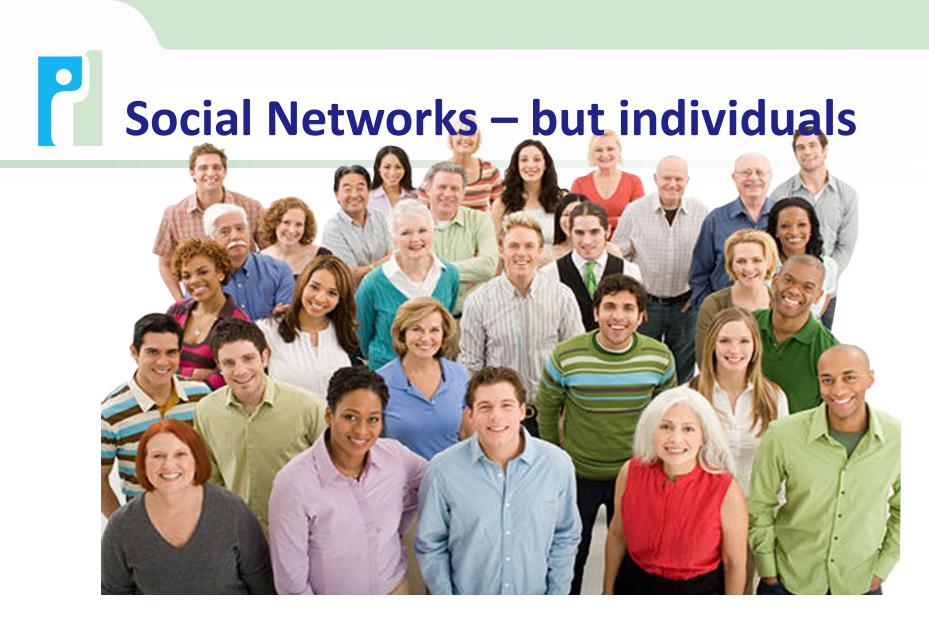
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An information leaflet is now available...

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Privacy Implications for Organisational Use of Social Networks

This information leaflet outlines what you need to consider to safeguard personal data privacy when using social networks or social media (collectively referred to as social networks in this leaflet) to promote your business or organisation ("organisation").

Social networks are rapidly evolving and developing, and so is the mode of engagement with social networks by organisations to advance their business interests. This leaflet outlines how personal data privacy should be respected and protected when using social networks. Commitment to personal data privacy and protection can help organisations build trust and loyalty with the public in a competitive world.

Unless otherwise stated, this leaflet provides advice on the best practices for organisations to adopt rather than prescriptive guidance for compliance with specific provisions of the Personal Data (Privacy) Ordinance ("the Ordinance").

Social Networks and the Personal Data (Privacy) Ordinance Social networks are platforms on which users connect with friends, family and/or customers for social and/ or business purposes. The Ordinance applies if organisations collect personal data as defined under the

Ordinance.

What is "Personal Data"?

any data as any data:

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- Minimisation of...
 - > data collection
 - > risk of data breach
 - Surprise!

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