



Social Networks: Why Privacy Matters



Surprise Minimisation



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Social Networks for Business

Views to be shared:

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



Basic Principles



1. Informed Consent

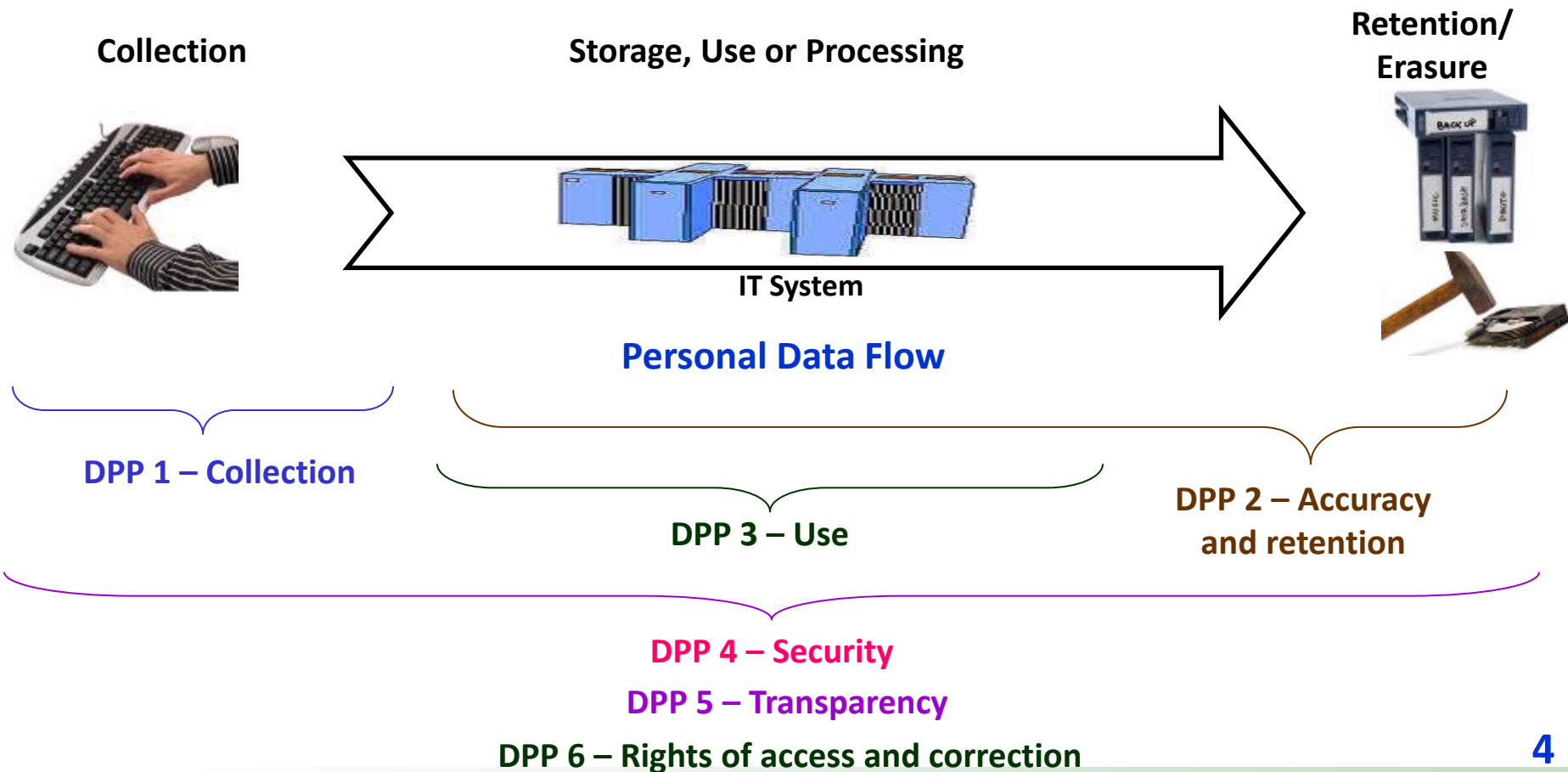
2. Protection



3. Transparency



Data Flow and Data Protection Principles



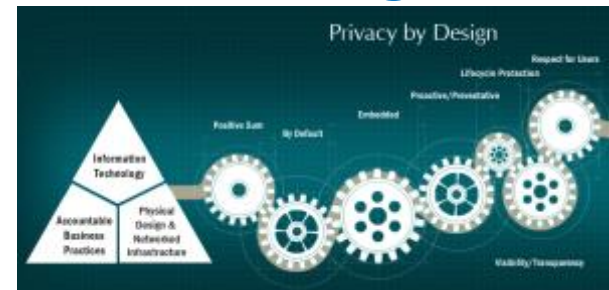


Privacy by Design



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

*<http://privacybydesign.ca/>





The essence of Privacy by Design

**A clever person solves problem,
a wise person avoids it.**





Social Networks for Business

Social networks may be used for

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



Social Networks for Business

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.



Social Networks for Business

Customer Service

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



Social Networks for Business

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’**



Social Networks for Business

Analytics

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



Social Networks – not about people



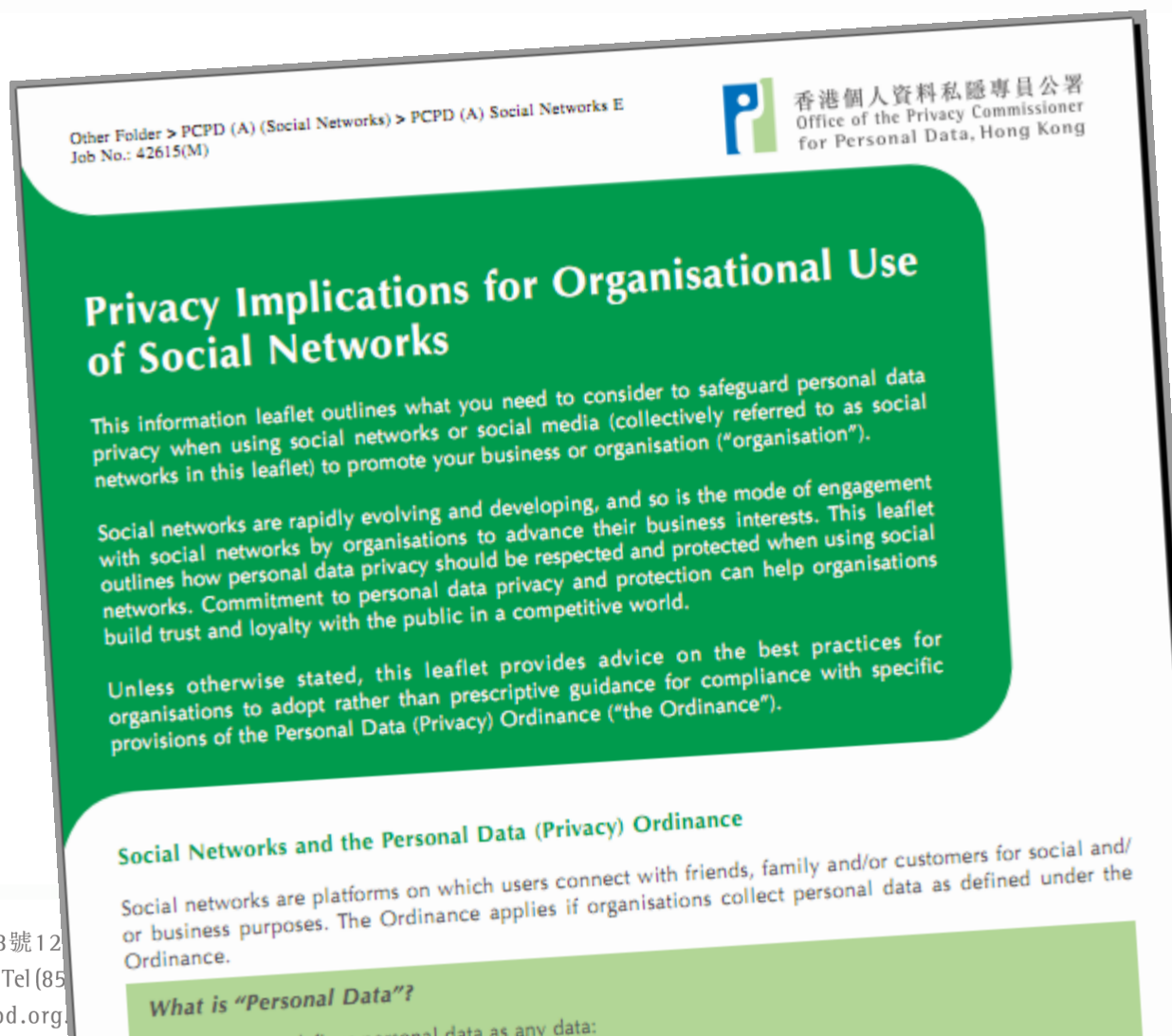


Social Networks – but individuals





An information leaflet is now available...





Keywords to take away today:

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