



## Privacy Awareness Week 2016

### Lunch Talk – Sharing on recent conviction cases on direct marketing

The new direct marketing provisions under the Personal Data (Privacy) Ordinance took effect on 1 April 2013. These provisions impose tighter regulation on the use and provision of personal data in direct marketing with much heavier penalties in case of contravention. The lunch talk will share with members on the recent conviction cases and highlight the requirements of new direct marketing regime.

Date	5 May 2016 (Thursday)	
Time	12:30 – 2:00 pm	
Venue	25/F, Multi-function Hall I Hong Kong Federation of Youth Groups Building, 21 Pak Fuk Road, North Point	
Language	Cantonese (presentation materials are in English)	
Fee	HK\$100 per person (Free of charge for <a href="#">Data Protection Officers' Club members</a> )	
Agenda	12:30 – 12:55 pm	<b>Sandwich lunch</b> (Registration starts at 12:20pm)
	12:55 – 1:00 pm	<b>Welcome remarks</b>  Mr Stephen Kai-yi WONG Privacy Commissioner for Personal Data, Hong Kong Office of the Privacy Commissioner for Personal Data, Hong Kong
	1:00 – 1:50 pm	<b>Sharing on recent conviction cases on direct marketing</b>  Ms Carol CHAN Manager (Corporate Communications) Office of the Privacy Commissioner for Personal Data, Hong Kong
	1:50 – 2:00 pm	<b>Q&amp;A</b>

***Please complete the reply slip and return it to us by email. Enrolment will be accepted on a first-come-first-served basis. The PCPD reserves the right of final decision.***

***Acceptance of enrolment will be notified by email.  
(Enquiry: 3423 6654 Mr Kevin CHEUNG)***



**Enrolment Form**

**Privacy Awareness Week 2016**

**Lunch Talk - Sharing on recent conviction cases on direct marketing**

To: Ms Carol CHAN – Manager (Corporate Communications)  
Office of the Privacy Commissioner for Personal Data  
Email: [training@pcpd.org.hk](mailto:training@pcpd.org.hk)

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**Enrolment procedure**

1. Prior enrolment is required. Please email the completed enrolment form to [training@pcpd.org.hk](mailto:training@pcpd.org.hk)
2. A confirmation will be sent by email.
3. **Please pay the fee by cash at the event day.**

**Participant's Information**

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Position (optional) : \_\_\_\_\_

Email address: \_\_\_\_\_

Contact person(if any): \_\_\_\_\_

Contact number: \_\_\_\_\_

Mailing address: \_\_\_\_\_

(for sending official receipt)

*Personal data provided in this form will be used for the purpose of carrying out the above-mentioned event. You have the right to request access to and correction of your personal data held by the PCPD. You should make your data access request by completing the Data Access Request Form (OPS003) and sending the completed Form directly to the Data Protection Officer of the PCPD by fax (2877 7026), by email at enquiry@pcpd.org.hk or in person or by mail to the PCPD, 12/F, Sunlight Tower, 248 Queen's Road East, Wan Chai, Hong Kong.*