



推廣資料保障和尊重 PROMOTING DATA PROTECTION AND RESPECT



教育及參與

私隱公署透過大眾傳媒、網上社交平台、互聯網、印刷刊物及公眾教育活動推廣私隱及資料保障和尊重，舉辦培訓以促進機構及個人認識《私隱條例》的規定，並與持份者建立工作關係。

EDUCATION AND ENGAGEMENT

PCPD promotes privacy and data protection and respect through mass media, online social media platforms, internet, publications and public education programmes; organises and conducts training for organisations and individuals on the requirements under the PDPO; and manages work relationship with stakeholders.



透過傳媒加強訊息傳播

傳媒

本報告年度私隱公署共發布了69篇新聞稿（詳見附錄二），是歷來最多，而回覆傳媒查詢的數量則是2011-12年度以來的新高，年內共回應了270宗與《私隱條例》和個人資料私隱時事議題相關的傳媒查詢。公署透過迅速回應傳媒查詢及發出新聞稿，把握社會當下對某些事件或議題的關注，發表與個人資料保障有關的資訊及觀察，令社會各界對《私隱條例》的規定有更深入的了解。

私隱專員年內曾就多項有關私隱的議題表達關注及主動作出跟進，以下是一些例子。

AMPLIFYING MESSAGES THROUGH THE MEDIA

Media

During the reporting year, PCPD issued 69 media statements (please refer to Appendix 2), which set a record high. The number of responses to media enquiries was also the highest since 2011/12, with 270 media enquiries about the PDPO and topical issues on personal data privacy responded to in the year. Through swift responses to media enquiries and issuing media statements on incidents or topical issues of social concern, PCPD disseminated information and observations on personal data protection at opportune times, thereby helping various sectors of society better understand the provisions of the PDPO.

Over the year, the Privacy Commissioner expressed concerns over privacy-related issues and followed up proactively. Some examples follow.





個人資料被「武器化」

2019年6月起在香港發生的社會事件，引發大量「起底」個案。個人資料被轉化成對資料當事人帶來心理傷害的「武器」，「起底」數字更是史無前例。私隱公署從不同途徑不斷向公眾進行宣傳教育的工作，務求從根源著手改變「起底」的歪風。

私隱專員特別於2019年8月28日舉行記者會，強烈譴責「起底」及欺凌情況，指出當中的恐嚇、騷擾等情況有越演越烈之勢，並強烈呼籲網民停止上載或轉載個人資料和具傷害性的言論，亦不可鼓吹其他人作出「起底」及欺凌行為。

Weaponisation of personal data

Social incidents from June 2019 in Hong Kong had given rise to a large number of doxxing cases. Personal data was “weaponised” to inflict psychological harm on data subjects. The number of doxxing cases was unprecedented. PCPD had carried out promotion and public education through different channels in order to tackle the problem at its roots.

The Privacy Commissioner held a media gathering on 28 August 2019, strongly condemning the acts of infringing personal data privacy, doxxing and bullying, which were associated with escalating intimidation and harassment. He also strongly appealed to netizens not to upload or forward relevant personal data and hurtful remarks, and should not incite doxxing and bullying.



截至2020年3月31日，私隱公署有關「起底」的宣傳和教育工作包括：

- 發出有關新聞稿共33份（首份相關的新聞稿於2019年6月14日發出）；
- 回應各傳媒相關查詢共74次；
- 所有回應媒體的稿件均上載至公署網頁；
- 私隱專員向傳媒或大眾解釋共97次；
- 私隱專員舉辦講座，吸引來自教育、社工、法律、醫護、人力資源等不同界別的人員出席；
- 致函全港中小學校長，向他們提供私隱公署製作的宣傳及教育資料。

As of 31 March 2020, PCPD's promotion and education work on doxxing included:

- PCPD had issued 33 related media statements (with the first one being issued on 14 June 2019);
- PCPD had given 74 responses to media enquiries;
- All the responses to the media were uploaded to PCPD's website;
- The Privacy Commissioner had explained to the media or the general public 97 times;
- A seminar was held and attended by practitioners from education, social work, legal, medical, human resources sectors, etc;
- Letters were sent to the principals of all primary and secondary schools in Hong Kong to provide them with PCPD's promotion and educational materials.



2019 冠狀病毒病引起的私隱議題

自2019冠狀病毒病疫情在2020年年初爆發，引起了不同範疇的私隱議題，私隱公署為此發出一系列指引，包括給僱主和僱員、學校和學生、視像會議使用者、政府的防疫措施等，從而提醒大眾和機構在對抗2019冠狀病毒病的同時，也不應在保障個人資料私隱上有所鬆懈。截至2020年3月31日，公署發出了以下指引：

1. 於2020年2月11日發出的新聞稿：涉及個人資料私隱的強制檢疫措施
對於政府推行的強制檢疫措施所涉及的私隱議題，私隱專員對相關措施作出觀察，並闡釋《私隱條例》的相關規定和豁免情況。

Privacy Issues Arising from COVID-19

The outbreak of COVID-19 in early 2020 had given rise to a number of privacy issues in different aspects. The Privacy Commissioner had issued a series of guidelines, including guidelines on employers and employees; schools and students; video-conferencing users; government's anti-epidemic measures etc. to remind members of the public and organisations not to lose sight of personal data privacy protection when combating COVID-19. As of 31 March, 2020, PCPD had issued the following guidelines:

1. Media statement dated 11 February 2020: Privacy issues arising from mandatory quarantine measures
Regarding the privacy issues involved in the mandatory quarantine measures implemented by the Government, the Privacy Commissioner made observations about the relevant measures and explained the relevant provisions and exemptions under the PDPO.



2. 於2020年2月26日發出的新聞稿：使用社交媒體上的資料以追蹤潛在的2019冠狀病毒病的帶病毒者
對於使用社交媒體上的資料以追蹤2019冠狀病毒病的病人或潛在帶病毒者，私隱專員解釋在生存權和公眾利益（當中包括公共衛生）的前提下，政府如何有充分的法律及正當合理的基礎去採取相應的防疫措施。

2. Media statement dated 26 February 2020: The use of information on social media for tracking potential carriers of COVID-19
Regarding the use of information on social media for tracking potential carriers or patients of COVID-19, the Privacy Commissioner explained that the Government had sufficient legal and justifiable bases to take corresponding anti-epidemic measures, on the premise of the right to life and public interests (including public health).

3. 於2020年3月21日回應傳媒查詢有關2019冠狀病毒病引起的私隱議題

此指引闡述機構在疫情期間收集個人資料的合法性，並透過不同的例子展示如何在私隱權與公共衛生之間取得平衡，亦提醒機構不應為抗疫而輕視他們妥善處理個人資料的責任。

3. Response dated 21 March 2020 to media enquiry on privacy issues arising from COVID-19

The guidelines explained the legitimacy of the collection of personal data during the pandemic and illustrated with examples how to strike a balance between privacy rights and public health. It also reminded organisations not to derogate their responsibilities of proper handling of personal data in the course of fighting the pandemic.



4. 於2020年3月30日發出的新聞稿：對抗2019冠狀病毒病大流行疫情

於大流行疫情期間，僱主關注是否可以收集僱員的健康數據，以幫助監察和預防在工作場所及社區傳播病毒。該指引以簡明的問答形式，提醒僱主收集僱員的健康數據時的重要原則。此外，許多機構都推行了在家工作安排，並在線進行商務會議，以減低社交接觸，這轉變意味著更多資料保安錯誤可能會發生，故該指引亦為僱主和僱員提供18項實用的安全措施，以減低個人資料外洩的風險。

4. Media statement dated 30 March 2020: Fight COVID-19 Pandemic Guidelines for Employers and Employees

With the outbreak of COVID-19, employers were concerned whether they were permitted to collect health data about their employees to help monitor and prevent the spread of the virus in the workplace and in the community. In a succinct Q&A format, the guidelines reminded employers of the key principles when collecting employees' health data. Besides, many organisations had made work-from-home arrangements and conducted business meetings online to reduce social contact. This transition would mean more scope for data security mistakes. The guidelines provided 18 practical security tips for employers and employees to minimise the risk of personal data breach.

環球私隱議會 (Global Privacy Assembly) 是全球私隱及資料保障機構的重要平台。該議會已把上述指引載於其「有關資料保障與2019冠狀病毒病的資源」網頁，有關網頁包括來自環球私隱議會不同成員及觀察員就資料保障與2019冠狀病毒病提供相關的最新指引和資訊：<https://globalprivacyassembly.org/covid19/>

The Global Privacy Assembly (GPA), a global forum for data protection and privacy authorities, had published our guidelines above on its webpage "Data Protection and Coronavirus (COVID-19) Resources", alongside the latest advice and guidance on personal data protection and COVID-19 provided by other data protection authorities as GPA members and observers: <https://globalprivacyassembly.org/covid19/>



社交媒體及網站

社交媒體

為加強網上推廣，私隱公署在社交網絡呈現全新形象，以全新主題「陽光中的私隱 Privacy in Sunlight」於Instagram、LinkedIn、Twitter及微博開設帳戶，同時以新主題革新Facebook專頁及YouTube頻道，以更「貼地」、「入屋」的文字、插圖和錄像片段為大眾關心的最新私隱議題逐一拆解，全方位接觸不同領域及各年齡層群組的網民。

「陽光中的私隱 Privacy in Sunlight」希望能發放的訊息包括個人資料私隱權屬於每一個人；機構需要在充份透明度和解釋清晰的情況下遵守法律規定、實踐尊重私隱和私隱政策。另一方面，新主題亦與私隱公署所在的辦公大樓「陽光中心」互相呼應。

其中全新推出和革新的不同風格平台，針對青年人及愛好非傳統媒介人士、大中小微企業、專業人士及內地和海外的個人資料保障人員及機關等，第一時間向各目標群組提供有關私隱景觀的最新消息及動向。

Social Media and Websites

Social Media

To reinforce its online presence, PCPD presented a brand new image on social networks with newly created accounts on Instagram, LinkedIn, Twitter and Weibo, and revamped the Facebook page and YouTube channel, all under the new theme "Privacy in Sunlight". In simple language and with the help of visual illustrations and videos, the latest privacy issues of public concern were explained to netizens from diverse sectors and age groups.

"Privacy in Sunlight" is designed to send out the messages that personal data privacy right belongs to every individual and the need for organisations to be transparent and provide explanations when complying with the law, to be respectful and to put privacy policy into practice. In addition, the new theme also echoes the name of "Sunlight Tower" at which PCPD is located.

The newly launched and revamped accounts on the differently-styled platforms aim to target at the younger generation and those who prefer mobile devices to conventional media channels; micro, small, medium and large enterprises; professionals, and data protection personnel and authorities from the mainland of China and overseas, etc., enabling them to follow in a timely manner the latest news and updates of the privacy landscape.

在疫情期間，私隱公署為僱主和僱員、學校和學生、視像會議軟件使用者等提供一系列保障個人資料私隱的實用指引和貼士，並透過這六個平台把這些指引轉化成簡明、輕鬆的文字和圖像解釋《私隱條例》下的規定。此外，公署亦透過這些平台即時回應大眾最新關注的私隱議題。

以下是在不同平台上發佈的部分帖文：

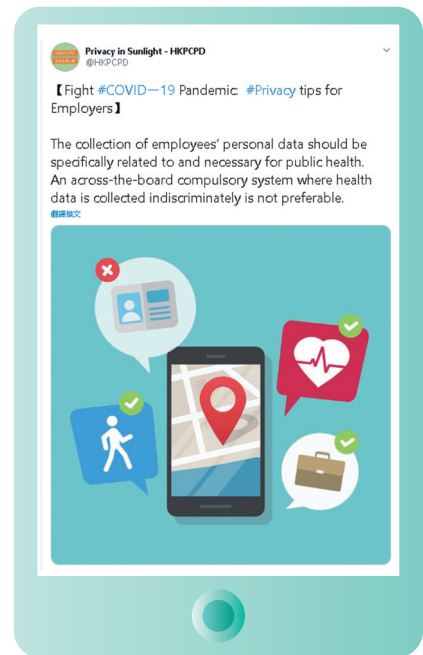
在 Facebook 發佈有關保障學生個人資料私隱的帖文
A Facebook post about protection of students' personal data privacy



在 LinkedIn 發佈有關使用視像會議軟件時保障個人資料的貼士
Tips posted on LinkedIn for online teaching and video-conferencing



在 Twitter 發佈有關給僱主和僱員在疫情期間的指引
Guidelines posted on Twitter for employers and employees during the pandemic



During the pandemic, PCPD issued a number of guidelines and tips for employers and employees; schools and students; users of video-conferencing software, etc. on personal data privacy protection. These guidelines were transformed into concise, readable texts and images explaining the provisions under the PDPO. In addition, PCPD also promptly responded to the latest privacy concerns of the public through these platforms.

Below are selected posts on the online social platforms:



在 Instagram 發佈有關「刑事起底」的帖文
A Instagram post about “criminal doxing”



在微博發佈有關「查閱資料要求」的帖文
A Weibo post about “data access request”



網站

私隱公署一直致力透過網頁，向不同持份者有效發放有關個人資料私隱保障的資訊和最新發展。

Website

Via our website, PCPD has always been committed to effectively disseminating information and updating on developments regarding protection of personal data privacy.



私隱公署的一站式入門網站向公眾提供有關個人資料保障的最新資訊和資源，其中較多人瀏覽的內容包括「新聞稿和傳媒回應」、「個案簡述」和「條例簡介」。公眾亦可透過此連絡網站進入公署其他專題網站。

Our website continues to be a one-stop portal to provide the latest information and resources of personal data protection to members of the public. The most popular sections include “Media Statements & Responses”, “Case Notes” and “The PDPO at a Glance”. Members of the public can also visit PCPD’s thematic websites via this portal.

年內私隱公署網站共錄得 1,520,779 瀏覽人次，比去年的 1,277,351 人次上升兩成。

During the reporting year, we recorded 1,520,779 visits to the website, representing an increase of 20% compared to 1,277,351 visits the year before.

私隱公署網站榮獲由香港互聯網註冊管理有限公司主辦的《2019最佳.hk網站獎》非商業－中小企銀獎，以嘉許及讚揚網站設計出眾、功能齊備。

Our website was awarded the Silver Award under the Non-Commercial SME Category of “Best.hk Website Awards 2019”. Organised by the Hong Kong Internet Corporation Registration Limited, the Award aimed to applaud and recognise websites with remarkable designs and comprehensive functionality.





兒童私隱

此專題網站為兒童提供一站式有關保障及尊重個人資料私隱的資訊，老師及家長可運用當中的建議和資源協助教導其學生和子女如何保障個人資料私隱。

私隱公署亦於「保障私隱學生大使計劃」的專題網頁中設立良好數碼公民教材資源中心，透過短片、單張/小冊子、簡報教材及報章/刊物專欄，講解人工智能的應用及其對私隱的影響、個人資料私隱的保障與網絡欺凌等議題。

Children Privacy

This thematic website is a one-stop portal for children to learn and understand personal data privacy. Teachers and parents can make use of the tips and resources provided to guide students and children how to protect their personal data privacy.

PCPD has also set up a teaching resource centre on the thematic website for “Student Ambassador for Privacy Protection Programme”, providing videos, leaflets/booklets, presentation materials and newspaper/publication columns on issues such as the application of AI and its privacy impact, protection of personal data privacy, cyberbullying, etc.



網上私隱要自保

此專題網站為公眾提供最新的網上私隱趨勢和實用貼士，以助公眾保障其智能裝置和互聯網上的個人資料，從而減低網上私隱受侵犯的風險。專題網站附有「老友記天地」和「網上私隱有法保」小型網站提供互動資訊和小測驗。

Be SMART Online

This thematic website serves as a resourceful platform to provide latest trends and practical tips for members of the public to protect personal data on their smart devices and the internet so as to reduce the risks of online privacy breach. Two mini-sites, namely “Elderly Corner” and “Think Privacy! Be SMART Online”, are within the portal to provide relevant interactive information and a quiz game.



出版刊物

私隱專員於本報告年度刊發及修訂了以下書籍及指引資料，協助各持份者了解相關法規及指引。

《內地民商事務所涉個人信息及網絡安全主要法規簡介》介紹內地針對個人信息保護方面的相關法規，旨在協助商界了解內地相關法規，從而令他們更順暢地進入大灣區拓展網絡市場，擴大商業效益。

私隱專員亦與新加坡個人資料保護委員會共同製作《資訊及通訊科技系統的貫徹數據保障設計指引》，協助機構於設計及建立資訊及通訊科技系統時採用貫徹數據保障設計的原則。該指引就系統開發過程提供提示及良好行事方式指引。

為協助中小型企業實踐「數據道德」和鼓勵中小型企業秉持『數據道德』三大管理價值（尊重、互惠和公平）處理個人資料，私隱公署出版了《中小企的數據倫理道德》資料單張，協助中小型企業進行自我評估，找出數據處理活動對各持份者權益的影響。

Publications

During the reporting year, the Privacy Commissioner published the following booklet and guidance notes to provide information on relevant regulations and useful guidance for stakeholders.

The booklet entitled “A Brief Summary on the Regulations in the Mainland of China Concerning Personal Information and Cybersecurity Involved in Civil and Commercial Affairs” provides an overview of related regulations regarding personal data protection in the mainland of China. The booklet aims to help the enterprises better understand the relevant regulatory regime, so that they could expand their online business more smoothly in the Greater Bay Area and maximise business benefits.

PCPD also released a jointly-developed “Guide to Data Protection by Design for ICT Systems” with the Personal Data Protection Commission, Singapore. The publication assists organisations that wish to apply Data Protection by Design when designing and building ICT systems. It provides tips and good practices for system development processes.

To assist Small and Medium Enterprises (SMEs) in putting data ethics into practice and encourage them to uphold the three Data Stewardship Values (respectful, beneficial and fair) in handling personal data, PCPD issued an information leaflet “*Data Ethics for Small and Medium Enterprises*” to help the SMEs conduct self-assessment to find out the impact of their data-driven activities on their stakeholders’ rights and interests.



上述刊物可於私隱公署網站www.PCPD.org.hk
下載。

The publications above are downloadable from our website at
www.PCPD.org.hk.

書籍	Book	
<p>《內地民商事務所涉個人信息 及網絡安全主要法規簡介》 (2019年12月)</p>	<p>A Brief Summary on the Regulations in the Mainland of China Concerning Personal Information and Cybersecurity Involved in Civil and Commercial Affairs (Chinese version only) (December 2019)</p>	

指引資料	Guidance Note	
<p>《資訊及通訊科技系統的貫徹 數據保障設計指引》(只提供 英文版本) (2019年5月)</p>	<p>Guide to Data Protection by Design for ICT Systems (May 2019)</p>	

資料單張	Information Leaflet	
<p>《中小企的數據倫理道德》 資料單張 (2019年4月)</p>	<p>Data Ethics for Small and Medium Enterprises (April 2019)</p>	

推動機構保障資料

演講

專員及其團隊在本年度應邀出席演講、研討會、講座及持份者會議，分享在數碼年代資料私隱保障的演變、數據道德管理價值和模式等，向不同的持份者，特別是高層行政人員，發表了多次演講，鼓勵機構制訂全面的保障私隱策略。

ENGAGING ORGANISATIONS IN DATA PROTECTION

Speaking engagements

During the year, the Privacy Commissioner and his team, on invitation, spoke and shared views on the evolution of data privacy protection in the digital age, and data ethical values and models. They took the form of presentations, seminars, talks and meetings, engaging a broad range of stakeholders, in particular senior executives, and encouraging them to adopt a corporate-wide privacy strategy in their organisations.



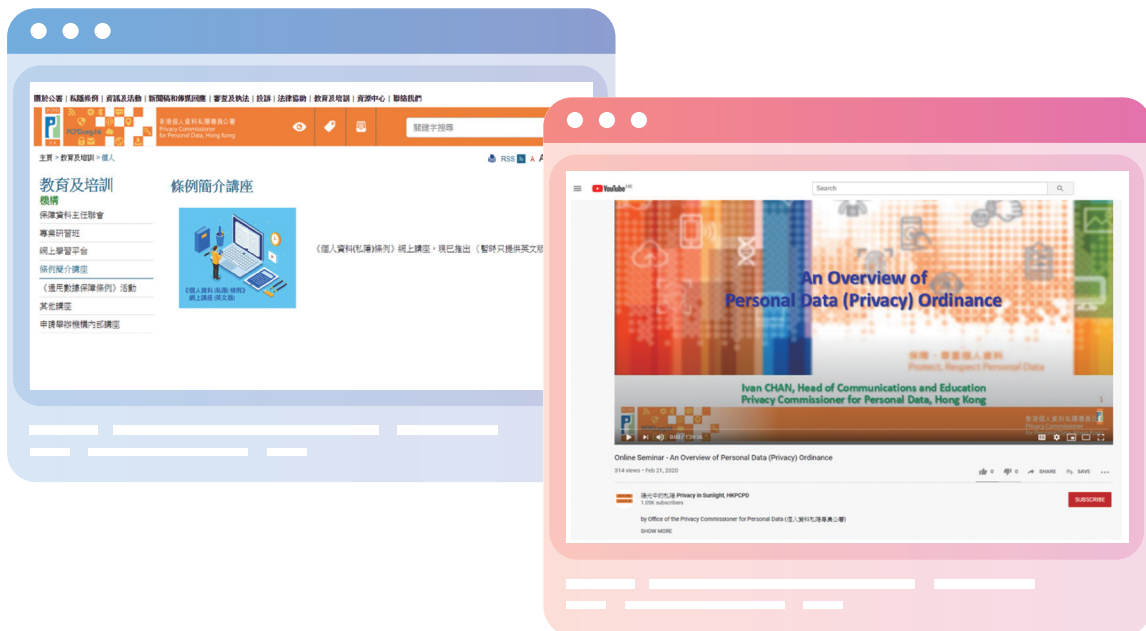
講座

為了減低疫情的干擾，持續舉辦公眾教育活動，私隱公署改以網上模式為各持份者提供講座和專業研習班，並採取足夠的資料保安措施。

公開簡介講座

為提高各界人士對《私隱條例》的認識及理解，以保障其個人資料私隱，私隱公署定期為公眾舉辦有關保障個人資料私隱的免費講座。這些講座介紹《私隱條例》的內容，並以生活實例解釋六項保障資料原則的規定。在本報告年度，超過1,250人出席了《私隱條例》簡介公開講座。

為配合不同人士的需求，讓大眾可隨時免費重溫有關保障個人資料的資訊，私隱公署上載了全新製作的《個人資料(私隱)條例》網上講座(英文版)至YouTube頻道，簡介《私隱條例》的規定、以及與私隱有關的科技發展和數據道德等議題。



為個別機構提供講座

機構對資料保障培訓的需求與日俱增。為此，私隱公署代表為個別機構主持講座，為它們的員工講解《私隱條例》。公署在本報告年度共為91間機構提供了117場度身訂造的培訓講座。

Seminars

To minimise the disruption by the pandemic to our ongoing public education initiatives, PCPD conducted seminars and professional workshops for stakeholders in online mode, with sufficient data security measures put in place.

Introductory seminars

Aiming to enhance public awareness and understanding of the PDPO to protect personal data privacy, PCPD regularly runs free introductory seminars on personal data protection for the general public. These seminars provide a general introduction to the PDPO and explain the requirements of the six data protection principles illustrated with real-life examples. During the reporting year, over 1,250 participants attended these seminars.

To cater for the needs of different stakeholders and enable the public to acquire knowledge about personal data protection anytime, PCPD produced a new free online seminar – An Overview of Personal Data (Privacy) Ordinance. Available on the YouTube channel, it introduces the requirements of the PDPO, and the privacy issues related to technology development and data ethics.

In-house seminars

To meet the growing demand for acquiring data protection training from various organisations, PCPD representatives conduct seminars for individual organisations to explain to their staff the requirements of the PDPO. During the reporting year, PCPD delivered 117 tailor-made training sessions for 91 organisations.

保障個人資料專業研習班

私隱公署設計了一系列有關保障個人資料的專業研習班，以配合在不同工作範疇處理個人資料的人士的需要。公署在本年度舉辦了27場專業研習班，吸引過千名人士參加。專業研習班得到三十個專業機構及行業協會支持，涵蓋下列主題：

Professional Workshops

PCPD has developed a series of professional workshops on data protection tailored to the needs of those dealing with personal data in different work contexts. During the reporting year, PCPD held 27 workshops attended by over 1,000 participants. The workshops, which were supported by 30 professional organisations and trade associations, covered the following topics:

資料保障法律研習班	Practical Workshop on Data Protection Law
資料保障與查閱資料要求	Data Protection and Data Access Requests
銀行/金融服務的資料保障	Data Protection in Banking/Financial Services
直接促銷活動的資料保障	Data Protection in Direct Marketing Activities
人力資源管理的資料保障	Data Protection in Human Resource Management
保險業的資料保障	Data Protection in Insurance
私隱管理系統	Privacy Management Programme
法院及行政上訴委員會近期的案例	Recent Court and Administrative Appeals Board Decisions
數據道德	Professional Workshop on Data Ethics
物業管理的資料保障	Data Protection in Property Management Practices





其他講座

網絡欺凌及「起底」講座

私隱公署在2019年9月16日主辦講座應對網絡欺凌及「起底」，從個人資料私隱角度探討網絡世界上的欺凌及「起底」行為，以及如何安全使用社交及通訊平台以保障網絡私隱。講座由私隱專員及公署科技發展常務委員會成員、香港資訊科技商會榮譽會長方保僑主講。

Other Seminars

Seminar on Cyberbullying and Doxxing

On 16 September 2019, PCPD held a seminar examining bullying and doxxing in the cyber space from a personal data privacy perspective, and explaining how to safely use social and messaging platforms to protect online privacy. Speaking at the seminar were the Privacy Commissioner and Mr Francis Po-kiu FONG, Member of the Standing Committee on Technological Developments of PCPD and Honorary President of Hong Kong Information Technology Federation.



中國網絡安全法 — 最新法例及法規 • 實際影響及挑戰」研討會

私隱公署在2019年12月11日舉行「中國網絡安全法 — 最新法例及法規 • 實際影響及挑戰」研討會，由國際私隱專業人員協會 (International Association of Privacy Professionals, IAPP) 香港地區負責人及聯合主席劉偉經教授擔任研討會司儀及論壇主持。私隱專員與英國諾頓羅氏律師事務所 (Norton Rose Fulbright) 北京辦公室合伙人李曉蓓律師擔任講者，並請來華為法律合規管理部高級律師丁家倫先生及SAP首席法律顧問—網絡安全陳志輝先生與兩位講者作深入交流，向在場超過100位來自銀行界、保險界、法律界等的來賓分享內地保障個人資料的最新發展概況和影響。

China Cybersecurity Law Conference – New Legal and Regulatory Updates, Practical Implications and Challenges

PCPD held “China Cybersecurity Law Conference – New Legal and Regulatory Updates, Practical Implications and Challenges” on 11 December 2019. Adjunct Professor Jason Lau, Regional Lead and Co-Chair of the International Association of Privacy Professionals (IAPP) was MC and moderator of the conference. The Privacy Commissioner and Attorney Barbara Li, Partner of the Beijing office of Norton Rose Fulbright, were keynote speakers. Mr Allen Ting, Senior Legal Counsel of Huawei, and Mr Bernard Tan, Chief Counsel, Cybersecurity of SAP took part in an in-depth panel discussion with the two keynote speakers. They shared the latest development and impact of personal data protection in the mainland of China with over 100 attendees from banking, insurance, legal and other sectors.

為政府部門而設的培訓

政府部門人員收集及使用大量市民的個人資料，故此需提高他們對資料保障的意識。

Training for government departments

Government departments collect and use a vast amount of citizens' personal data. So there is a need to raise their awareness of data protection.

私隱公署為入境事務處中高級職員舉辦《個人資料(私隱)條例》工作坊。在本報告年度，共舉辦了兩次工作坊，超過200名入境事務處人員參加。

此外，私隱公署亦曾為公務員培訓處安排講座，向不同職系的公務員介紹《私隱條例》的要求及如何在日常工作中保障市民的個人資料。

與持份者會面

為了解持份者對個人資料私隱保障的關注，私隱公署與不同政府部門、機構、團體進行會面。

PCPD worked with the Immigration Department to organise “Training Workshops on Personal Data (Privacy) Ordinance” for their officers of middle to senior ranks. During the reporting year, two workshops were held with over 200 officers having attended.

PCPD had also worked with the Civil Service Training and Development Institute to arrange seminars for civil servants of different grades, introducing the requirements of the PDPO and how to protect citizens’ personal data in their daily work.

Meeting with stakeholders

In order to understand stakeholders’ concerns about personal data protection, PCPD held meetings with various government departments, organisations and groups.



私隱管理系統

在2014年，政府與25間保險公司、九間電訊公司及五間其他行業的機構，均承諾推行私隱管理系統。香港銀行公會亦表示銀行業會支持私隱公署的項目。

繼去年協助政府決策局及部門擬備私隱管理系統操作手冊後，私隱公署在報告年度年內為私營機構擬備私隱管理系統操作手冊的範本，供他們參考。



Privacy Management Programme (PMP)

In 2014, the Government, together with 25 companies from the insurance sector, nine companies from the telecommunications sector and five organisations from other sectors, pledged to implement PMP. The Hong Kong Association of Banks also indicated that the banking industry would support PCPD's initiative.

Further to last reporting year's initiative to assist the government bureaux and departments in preparing their PMP manual, PCPD published in the reporting year the General Reference Guide – PMP Manual for organisations in the private sector for their reference.

保障資料主任聯會

保障資料主任聯會為機構的保障資料人員提供交流經驗和培訓平台，以促進知識增長和符規實踐。截至2020年3月底，聯會共有590名會員（包括個人及機構會員），會員來自公私營機構，並有多元背景，包括循規、法律事務、規管、執法 and 客戶服務。

私隱公署於本報告年度為保障資料主任聯會會員舉辦了四次講座，主題包括金融科技應用個人資料（私隱）條例、個人網絡信譽與方案、企業網絡防禦及中國網絡安全法。

Data Protection Officers' Club (DPOC)

DPOC provides data protection officers of organisations with a platform for advancing their knowledge and practice of data privacy compliance through experience sharing and training. DPOC membership stood at 590 by the end of March 2020. The individual and organisational members come from a wide range of backgrounds, including compliance, legal affairs, regulatory affairs, law enforcement and customer relations, in both the public and private sectors.

During the reporting year, PCPD held four seminars for DPOC members on fintech application of Personal Data (Privacy) Ordinance, personal cyber credibility and solutions, corporate cyber defence and China cybersecurity law.



行業保障私隱活動

私隱公署聯同物業管理業監管局及香港物業管理公司協會合辦以物業管理界別為對象的活動，以提高物業管理公司、業主立案法團和公眾對保障個人資料私隱的意識。公署特別製作廣播劇《私隱住客會所》，由著名播音員聲演，輕鬆帶出物業管理界別保障個人資料的訊息。私隱專員亦在電台節目講解公署就物業管理業保障私隱活動的推廣工作及數據道德在私隱保障方面的重要性。公署亦就物業管理的資料保障舉辦專業研習班及講座，協助物管人員了解《私隱條例》在其日常工作的應用情況，以及提供有關遵從《私隱條例》規定的實用指引。此外，亦舉辦了標語設計比賽，吸引多間物業管理公司的從業員參加。

Industry-specific Privacy Campaign

PCPD joined hands with the Property Management Services Authority and the Hong Kong Association of Property Management Companies to organise activities for the property management industry to raise awareness of personal data protection among property management practitioners, members of owners' corporations and the general public. A radio drama series titled "Privacy Clubhouse", voice-acted by well-known broadcasters, was produced to put across the messages on personal data protection in the property management sector in a light-hearted manner. On a current affairs radio programme, the Privacy Commissioner talked about the promotional work of the privacy campaign for property management as well as the importance of data ethics on privacy protection. Professional workshops and seminars on data protection in property management practices were held to assist the practitioners to understand the application of the PDPO in their daily work. Practical guidance on compliance with the PDPO was provided. Moreover, a slogan composition competition was held and practitioners from a number of property management companies took part in it.





走進社區

關注私隱運動

自2007年起，私隱公署每年均與亞太區私隱機構 (Asia Pacific Privacy Authorities) 各成員合辦的「關注私隱運動」，藉此加強區內對保障個人資料私隱的意識。在香港，「關注私隱運動2019」於5月6日至12日舉行，並以「履行私隱法例 實踐數據道德」為主題，希望提醒機構除遵從資料保障法律要求外，亦需恪守更高的數據道德標準，以符合客戶的期望及相關法例和監管的要求。

「關注私隱運動2019」的重點活動為「數據道德的實踐」研討會，該研討會亦是保障資料主任聯會2019-2020年度的迎新活動。

私隱公署於是次研討會邀請了香港科技園公司行政總裁黃克強先生、香港上海滙豐銀行有限公司香港區行政總裁施穎茵女士及八達通控股有限公司行政總裁張耀堂先生作主題演講，分享他們在實踐數據道德及與持份者在個人資料私隱方面建立互信的心得及經驗。三位主講嘉賓亦參與了小組討論環節，從企業營運和管治角度就如何透過政策和措施推廣數據道德進行交流。研討會吸引逾150名來自不同行業的保障資料主任聯會會員及機構代表參與。

PROMOTING AWARENESS IN THE COMMUNITY

Privacy Awareness Week

Since 2007, PCPD has jointly organised the “Privacy Awareness Week” (PAW) with members of the Asia Pacific Privacy Authorities (APPA) to enhance the awareness of privacy protection in the region. The PAW 2019 in Hong Kong was held on 6 – 12 May. With the theme of “Compliance with Privacy Law, Data Ethics in Action”, PAW 2019 aimed to remind organisations that apart from compliance with the requirements of data protection law, they should also strive to achieve a higher ethical standard that meets the stakeholders’ expectations.

The Symposium on “Data Ethics in Action” was the flagship event of the PAW 2019. It was also a welcome event for the DPOC’s membership year 2019-20.

At the Symposium, Mr Albert Hak-keung WONG, the Chief Executive Officer of Hong Kong Science & Technology Parks Corporation, Ms Diana CESAR, Chief Executive, Hong Kong, the Hongkong and Shanghai Banking Corporation Limited and Mr Sunny Yiu-tong CHEUNG, the Chief Executive Officer of Octopus Holdings Limited, shared their insights and experience on putting data ethics in action and building trust with stakeholders in relation to data privacy. The three speakers also exchanged views on policies and measures to promote data ethics in corporate operations and governance in the panel discussion. The Symposium was attended by over 150 DPOC members from different industries and sectors and organisation representatives.



保障私隱教育講座

私隱公署於「關注私隱運動2019」期間亦分別為中學生、長者及其他公眾人士安排多場講座，向他們簡介條例就個人資料私隱提供的保障，與他們分享保障網上私隱的妙法，並特別協助長者認識潛在的私隱風險，分享日常保障個人資料的錦囊，以免誤墮私隱陷阱。

Educational Talks on data protection

During the PAW 2019, PCPD also organised educational talks for secondary school students, senior citizens and members of the public. The participants were briefed on personal data protection provided by the PDPO and how to safeguard personal data online. In particular, senior citizens were provided with tips on identifying data piracy risks and preventing from falling prey to privacy traps.



此外，私隱公署亦透過連串的推廣和教育活動，將保障個人資料的訊息帶到整個社區，包括私隱專員透過電台節目《在晴朗的一天出發》推廣數據倫理道德的重要性、製作電台廣播劇《私隱住客會所》、在社交平台及以長者為對象的專題網站（長青網：www.e123.hk）播放宣傳教育短片。

To disseminate the message of data protection to the wider community, PCPD also organised a series of promotion and education activities, including the Privacy Commissioner's interview on the radio programme "On a Clear Day" to promote the importance of data ethics, a radio drama series entitled "Privacy Clubhouse" and the broadcast of educational videos on social media and the eElderly website (www.e123.hk).



由私隱公署設計的「關注私隱運動2019」海報。 Posters designed by PCPD for the PAW 2019.



大型宣傳活動

為了廣泛有效地宣傳私隱公署的形象及推廣有關保障個人資料私隱的訊息，公署在本報告年度進行了五項大型宣傳活動，提高大眾在資料保障方面的意識。

巴士車身廣告

多部雙層巴士車身繪上「網上和氣」「數據亨通」及資料保障訊息，化身為大型移動廣告媒介，於2020年1月14日至2月9日期間，穿梭主要商業地區及住宅區。

Mass promotional campaign

To widely and effectively promote PCPD's public image and disseminate messages of protection on personal data privacy, PCPD conducted five large-scale promotional initiatives to raise the general public's awareness of personal data privacy.

Advertisement on bus body

A number of double-decker buses carrying messages of "Peace Online" and "Data Prosperity" together with data protection messages became moving billboards travelling around prime commercial and residential areas from 14 January to 9 February 2020.



電台廣告

由私隱特使車淑梅聲演錄製的「網上和氣 數據亨通」廣告於1月20日至31日期間在本地電台播出。

電視廣告

由私隱特使車淑梅配音的「網上和氣 數據亨通」賀年電視廣告由年三十除夕(2020年1月24日)起至2月6日於本地電視台播出。

Radio advertisement

A radio advertisement with the jingle “Peace Online, Data Prosperity” performed by Privacy Special Ambassador Ms Candy Chea was broadcast on a local radio station on 20-31 January 2020.

TV advertisement

A Lunar New Year TV commercial with the jingle “Peace Online, Data Prosperity” performed by Privacy Special Ambassador Ms Candy Chea was broadcast on a local TV station from 24 January (Lunar New Year’s Eve) to 6 February 2020.



電車廣告

私隱公署於三月在電車車身貼上廣告，以「實踐數據道德 – 尊重、互惠、公平；構建智慧香港」為題，將宣傳訊息廣傳。

Advertisement on tramcars

In March, PCPD rolled out a tram advertising campaign with trams carrying the slogan “Practise Data Ethics – Respectful, Beneficial & Fair: for a Smart Hong Kong” to spread the promotional messages.





向長者推廣保障私隱教育活動

為提高長者對潛在的資料私隱風險的警覺性，以免成為受害者而蒙受金錢上的損失，私隱公署與多間社福機構合作，在各區舉辦了共18場講座，與長者分享日常生活中保障個人資料的小貼士，吸引超過一千名長者參與。

「私隱特使」車淑梅小姐更與私隱公署攜手推動個人資料私隱保障。除了主講保障私隱講座外，車淑梅小姐更透過宣傳教育短片向長者分享保障個人資料的小錦囊，以提高長者保護私隱的意識；宣傳教育短片於長青網(www.e123.hk)播出。

本年度私隱公署亦特別為長者製作宣傳教育海報，以提高他們保障個人資料私隱的意識。

Educational activities for senior citizens

To remind senior citizens to be vigilant about potential data privacy risks and becoming victims of financial losses, PCPD joined hands with non-government organisations to organise elderly talks to share tips on personal data protection in daily life. A total of 18 educational talks were organised, with over 1,000 senior citizens having attended the talks.

The Privacy Special Ambassador Ms Candy CHEA also worked with PCPD to promote the protection of personal data. In addition to delivering talk to senior citizens, Ms CHEA also shared tips on protecting personal data with the elderly through publicity and education video. The video was broadcast on the eElderly website (www.e123.hk).

PCPD also produced posters to raise the elderly's awareness of protecting personal data.



保障私隱學生大使計劃

私隱公署連續第九年舉辦「保障私隱學生大使·學校夥伴嘉許計劃」。透過這計劃，私隱公署希望鼓勵中學生身體力行，於校內舉辦活動向友儕傳遞保障個人資料私隱的訊息，締造尊重及保障私隱的校園環境。

參與「學校夥伴嘉許計劃」的中學須履行十項有關保障私隱及防治網絡欺凌的任務。計劃按完成任務的數目設鑽石、金、銀、銅章，本年度共有六間學校連續三年獲發金章，於是次計劃中榮獲最高殊榮的鑽石章，以表揚他們在校園內實踐推廣保障個人資料私隱所付出的努力。本年度共有129間中學參與這個計劃，創歷年新高，參與人數達六萬多人（詳見附錄三）。

Student Ambassador for Privacy Protection Programme

PCPD has run the “Student Ambassador for Privacy Protection Programme • Partnering Schools Recognition Scheme” for nine consecutive years. Through the Programme, PCPD aimed to encourage secondary school students to organise on-campus activities that disseminated the message of data protection to their peers and fostered a culture of respecting and protecting personal data privacy in the school environment.

Under the Partnering Schools Recognition Scheme, participating schools were required to complete ten missions related to privacy protection and anti-cyberbullying. The Partnering Schools Recognition Scheme offered Diamond, Gold, Silver and Bronze awards based on the number of privacy missions completed. Six participating schools that had won Gold Award in the Scheme for three consecutive years were awarded with the Diamond Award this year as commendation of their efforts in demonstrating good practice in promoting personal data privacy protection on campus. In total, a record high number of 129 secondary schools took part in the Scheme in 2019, with more than 60,000 participants (see Appendix 3 for details).





本年度「學校夥伴嘉許計劃」的十項保障私隱任務當中包括兩項特別任務，分別為「人工智能與保障私隱」策略設計比賽，以及以防止網絡欺凌為題的網上遊戲－「良好數碼公民逐個讚」。「人工智能與保障私隱」策略設計比賽以隊制形式進行，參賽隊伍須對人工智能作深入剖析，就其應用對私隱的影響作出評估並製作策略書，提出減低私隱風險的方案。是次比賽共吸引了約270名中學同學參與。

此外，私隱公署希望透過網上遊戲「良好數碼公民逐個讚」，向同學分享身處數碼世界中各項保障個人資料私隱的小貼士，防止網絡欺凌。同學對網上遊戲的反應熱烈，參與遊戲的學校共300間，人數更高達18,000人。

Among the ten privacy missions under the Partnering Schools Recognition Scheme, there were two core privacy missions – the “Artificial Intelligence and Privacy Protection” Proposal Competition and the online game aiming to prevent cyberbullying – “Awarding Likes to Good Digital Citizens”. For the Proposal Competition, participating teams were each required to thoroughly evaluate the privacy impact of one type of artificial intelligence and prepare a proposal to resolve the issues. About 270 secondary school students took part in the competition.

Moreover, the online game “Awarding Likes to Good Digital Citizens” aimed to provide tips to students on how to protect personal data online and how to stay away from cyberbullying. The response for the online game was overwhelming. Over 18,000 students from 300 schools participated in the online game.

