

懲教署  
赤柱官員會所

香港的個人資料保障

黃繼兒 大律師  
香港個人資料私隱專員  
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香港個人資料私隱專員公署  
Privacy Commissioner  
for Personal Data, Hong Kong

# 「慎留數碼腳印 智慧生活態度」 電視宣傳片



# 八達通事件

Card issuer's chief executive apologises two weeks after denial

## Octopus sold personal data of customers for HK\$44m

Two weeks after it denied selling the personal data of cardholders to third parties, the Octopus Card issuer said yesterday it had made HK\$44 million in the past 4½ years by selling the data.

Making the disclosure at a special hearing conducted by the privacy commissioner, Octopus Holdings chief executive Prudence Chan Bik-wah said she wished to "sincerely apologise" to affected cardholders.

A lawmaker who has vowed to launch a Legislative Council inquiry called on her to resign.

Chan said that since the Octopus Rewards scheme - operated by two subsidiaries, Octopus Rewards and Octopus Connect - was launched 4½

years ago, it had sold the data of 1.97 million customers to its six partners in the scheme. As a result each cardholder had been contacted on average 1.7 times.

"The revenue received amounted to HK\$44 million, which is 31 per cent of the HK\$140 million total revenue of the two companies combined in that period," Chan said. But taking into account investment and operating expenses the two had reported a combined loss of more than HK\$30 million, she said.

Unionist lawmaker Wong Kwok-hing, calling on Chan to step down, said: "Obviously, what she says now contradicts what she said earlier this month in a press conference her company convened.

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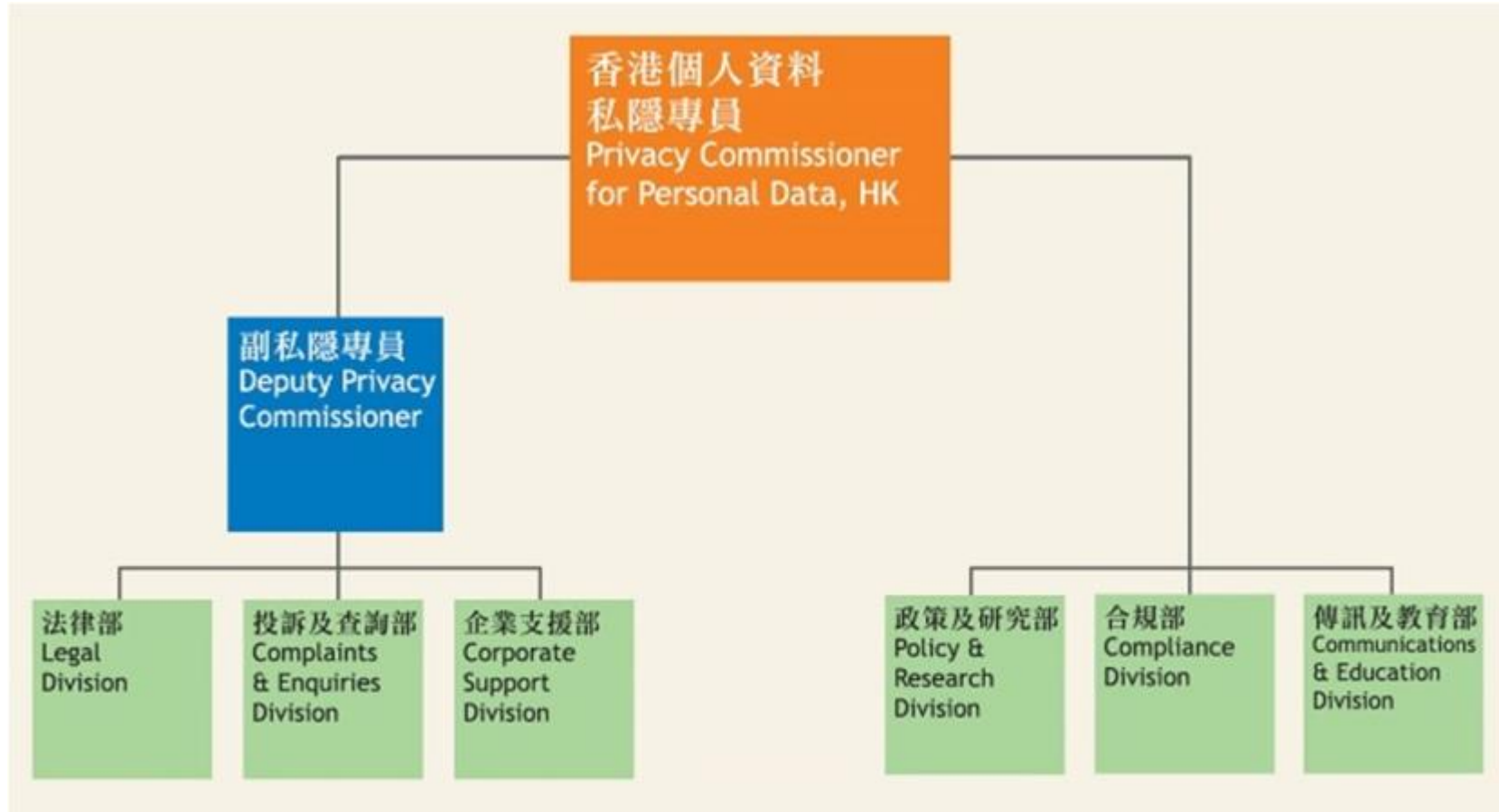
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# 公署架構



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# 宣傳教育工作



保障資料主任聯會  
**DATA PROTECTION OFFICERS' CLUB**



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香港個人資料私隱專員公署  
 Privacy Commissioner  
 for Personal Data, Hong Kong

# 私隱管理系統



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# 私隱管理系統

## Part A: Baseline Fundamentals 基本原則

### 1. Organisational Commitment 機構的決心

a) Buy-in from the Top 最高管理層的支持	b) Data Protection Officer/ Office 保障資料主任/部門	c) Reporting 匯報
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### 2. Programme Controls 系統監控

a) Personal data inventory 個人資料庫存	b) Policies 政策	c) Risk Assessment Tools 風險評估工具
d) Training & Education 培訓及教育推廣	e) Breach Handling 資料外洩事故的處理	f) Data Processor Management 對資料處理者的管理
g) Communication 溝通		

## Part B: Ongoing Assessment and Revision 持續評估及修訂

### 1. Oversight & Review Plan 監督及檢討計劃

### 2. Assess & Revise Programme Controls where necessary 按需要評估及修訂系統監控

# 工作展望



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