

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



Seminar on “Protecting Personal Data Privacy – Challenges and Opportunities in the Digital Era”

10 June 2025 (Tuesday) | 3:00 pm – 4:30 pm

SPEAKERS



**Ms Ada CHUNG
Lai-ling**

Privacy Commissioner for
Personal Data



Professor ZHU Guobin

Professor of Law,
School of Law,
City University of Hong Kong



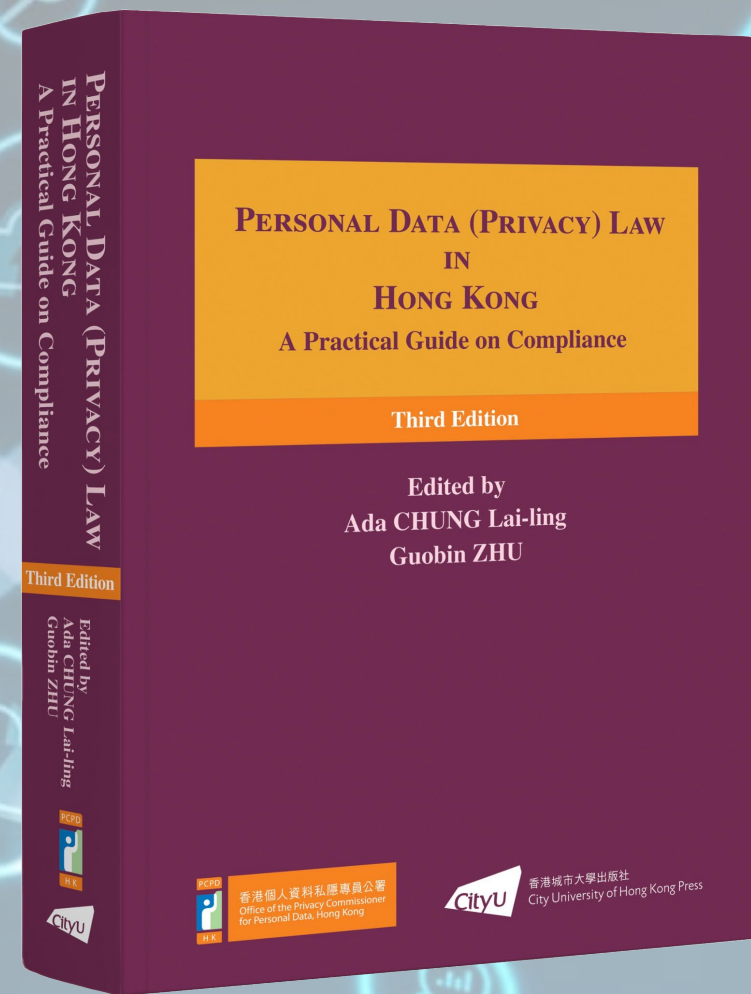
Ms Joanne WONG

Assistant Privacy Commissioner
for Personal Data
(Compliance, Global Affairs
and Research), PCPD

Protecting Personal Data Privacy – Challenges and Opportunities in the Digital Era

Ada CHUNG Lai-ling
Privacy Commissioner for Personal Data

10 June 2025



Developments in Privacy Landscape

Hong Kong, China

- PDPO (1996)
- Amendment Ordinance (2012)
- Amendment Ordinance (2021)

European Union
General Data Protection
Regulation (2018)

Indonesia
Personal Data Protection Law
(2022)
(two-year transitional period for compliance)



China

- Cybersecurity Law (2017)
- Data Security Law (2021)
- Personal Information Protection Law (2021)

Philippines

- Data Privacy Act of 2012
- Filed three Bills in 2022, seeking to amend the legislation

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Challenges in Protecting Personal Data Privacy



Personal data breach incidents



Personal data fraud cases



Doxxing offences



New technologies and artificial intelligence



Extensive use of smartphones and social media

Hong Kong Enterprise Cyber Security Readiness Index

2018 2019 2020 2021 2022 2023 2024

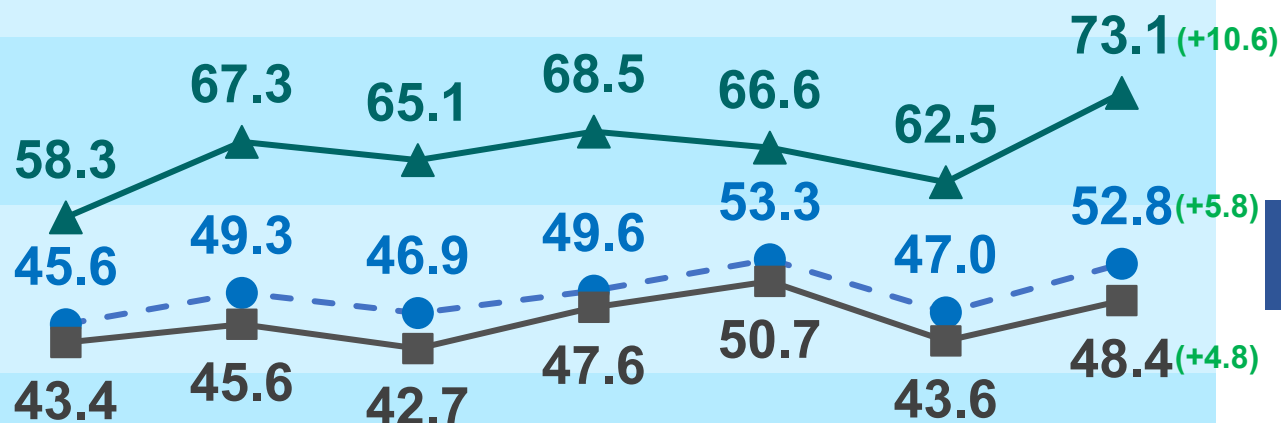
Anticipated
具前瞻能力

Managed
具管理能力

Basic
具基本措施

Ad-hoc
措施不一致

Unaware
缺乏意識



Corporates
大企

Overall
整體

SMEs
中小企

Improving Cybersecurity readiness among enterprises

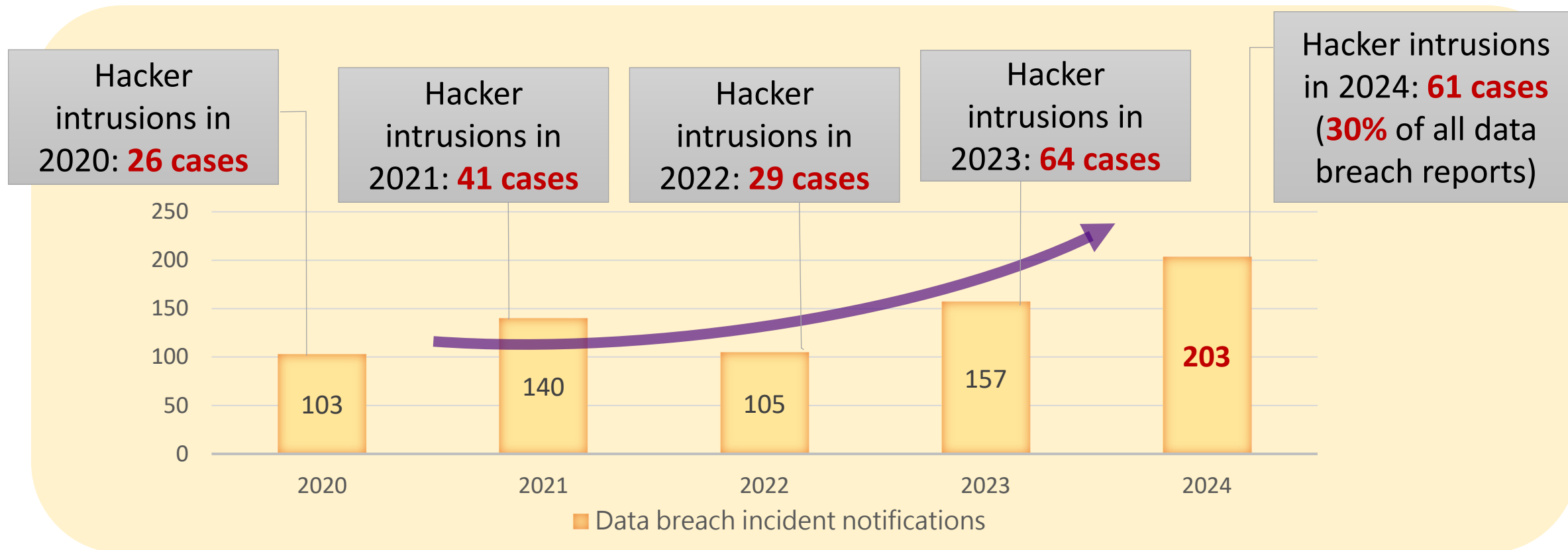
- Overall index rose by 5.8 points to 52.8 points in 2024
- Index for Corporates reached all-time high at 73.1 points

Enterprises took proactive steps to strengthen their cybersecurity

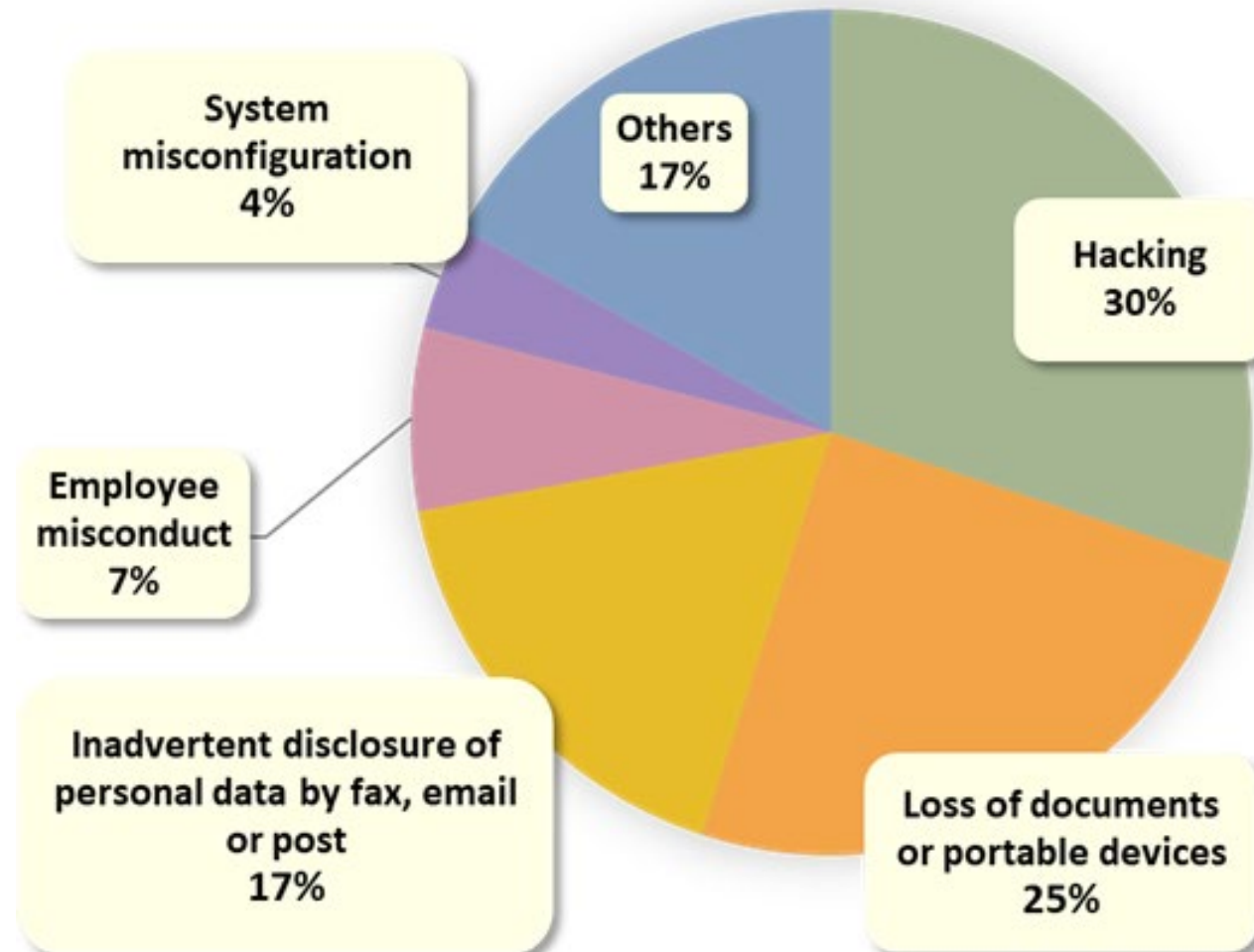
- 53% adopted cybersecurity risk assessments
- 60% conducted regular review on critical IT systems

Rise in Data Breach Notifications

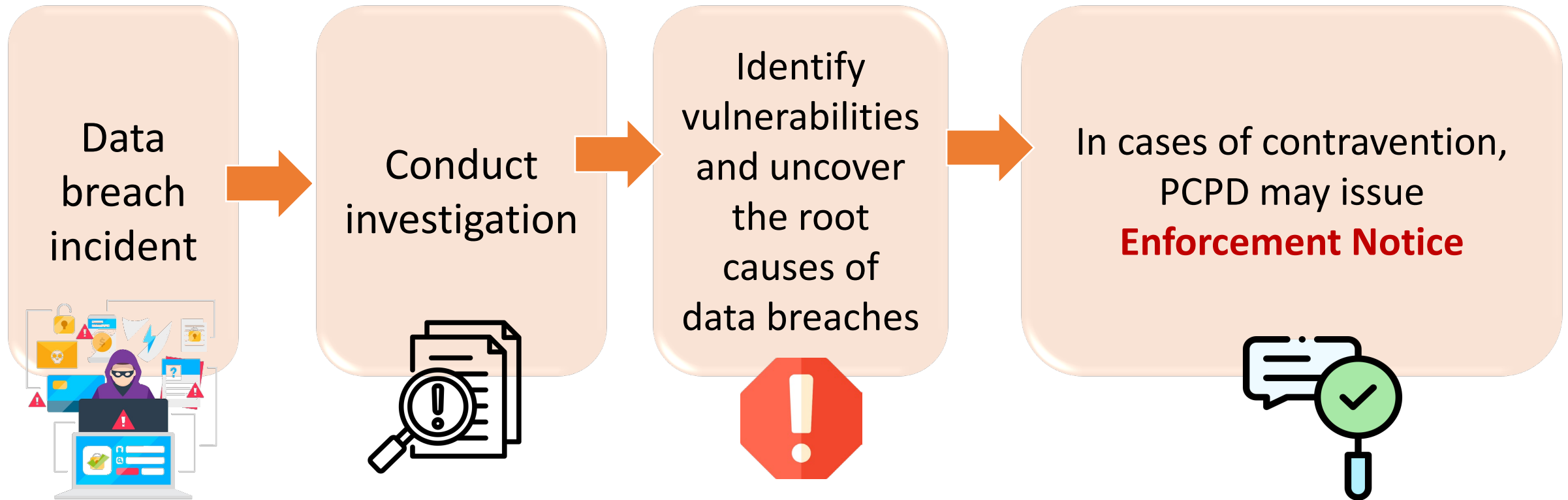
- A total of **203** data breach notifications received in 2024
 - **Nearly 100% increase** from the 103 incidents reported in 2020



Common Causes of Data Breach Incidents Reported in 2024



PCPD's Investigations and Enforcement Actions





Recent Investigation Findings

- Common deficiencies - contravention of **DPP2 (retention)** and **DPP4 (security)**

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Investigation 1

- An organisation reported a **ransomware attack** on its IT systems
- Affected personal data of around **550,000** data subjects
- Including **names, HKID copies, credit card numbers, and mobile phone numbers**, etc.
- Outdated firewalls and absence of multi-factor authentication

Investigation 2

- A server of a club was accidentally exposed to the Internet
- Hackers made use of it to launch **ransomware attacks**
- Affected personal data of **72,315** club members
- Including **names, ID and passport numbers, photos, dates of birth**, etc.
- Lack of effective detection measure

**Enforcement Notices were served,
directing the organisations to take remedial measures**



International AI Collaboration

- Nov 2023: **Bletchley Declaration** endorsed by 28 countries
- Mar 2024: First **UN General Assembly resolution** on AI
- Feb 2025: **Statement on Inclusive and Sustainable Artificial Intelligence for People and the Planet** endorsed by 64 jurisdictions

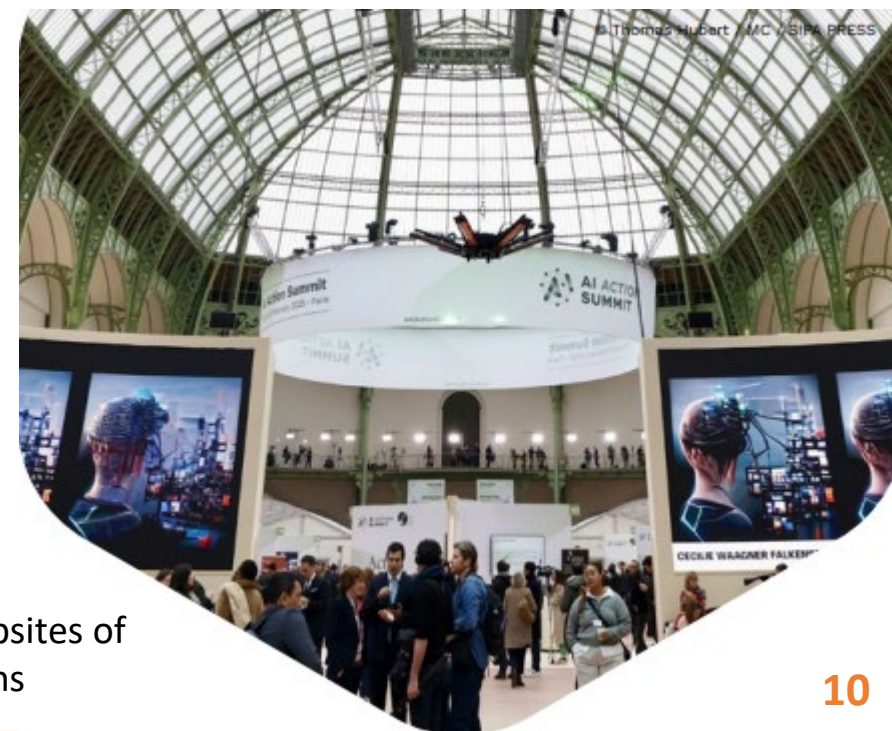


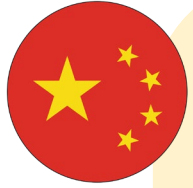
Photo sources: Official websites of the respective organisations

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Global Regulatory Developments



- Measures for Labelling Content Generated by Artificial Intelligence (effective Sep 2025)
- **AI Safety Governance Framework (Sep 2024)**
- Basic Security Requirements for Generative Artificial Intelligence Service (Feb 2024)
- **Global AI Governance Initiative (Oct 2023)**
- Interim Measures for the Management of Generative Artificial Intelligence Services (Aug 2023)
- Provisions on the Administration of Deep Synthesis of Internet-based Information Services (Jan 2023)
- Rules on the Management of Algorithmic Recommendations in Internet Information Services (Mar 2022)



Artificial Intelligence Act (Aug 2024)



- No comprehensive AI legislation
- Sectoral approach



The Basic Act on the Development of Artificial Intelligence and Establishment of Foundation for Trust (effective Jan 2026)

Compliance with PDPO when using AI

- **Existing legislation:** PDPO is technology neutral and applies to the use of AI
- **Obligations for data users:** comply with PDPO regardless of the technology adopted for data collection and use
- **PCPD's commitment:** promote safe and healthy AI development while safeguarding personal data privacy

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PCPD's Approach to Protecting Personal Data Privacy in the Age of AI

Addressing the Security and Privacy Challenges Posed by AI



Conducting Research and Surveys

Publishing Guidance Materials and Leaflets

Publicity, Education and Promotion

Conducting Compliance Checks on AI



Usage of AI

Impact on Personal Data Privacy

Strengthening International Collaboration on AI

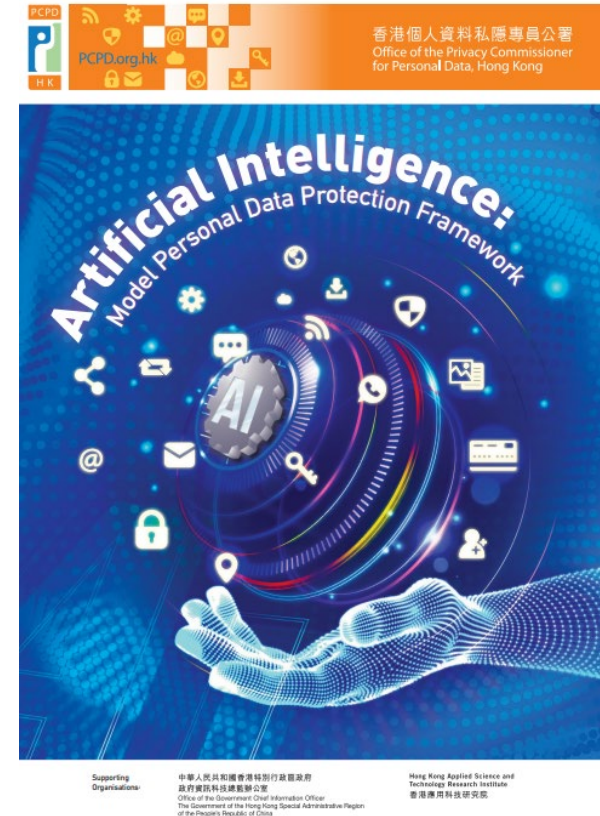


Global Privacy Assembly
Ethics and Data Protection in Artificial Intelligence Working Group (AIWG) – Co-chair

International Enforcement Cooperation Working Group (IEWG) – Co-chair

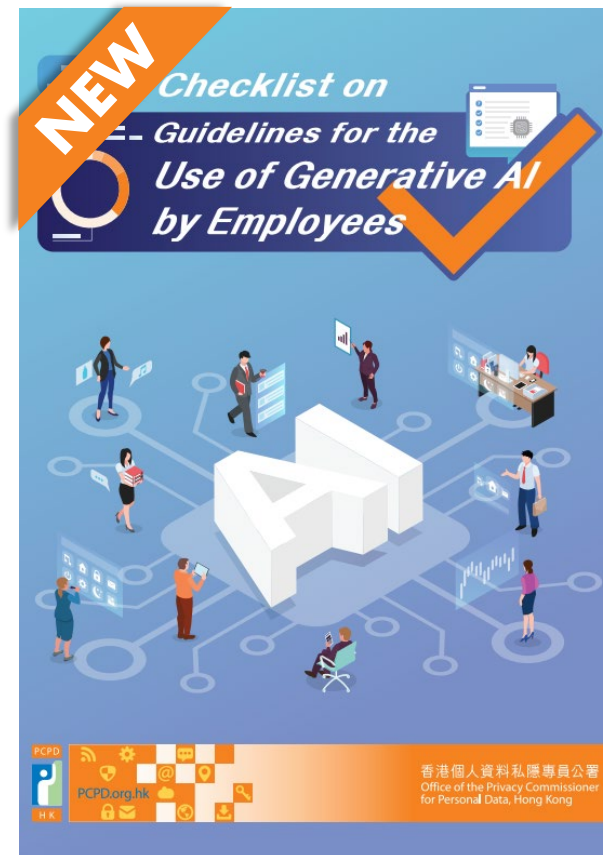
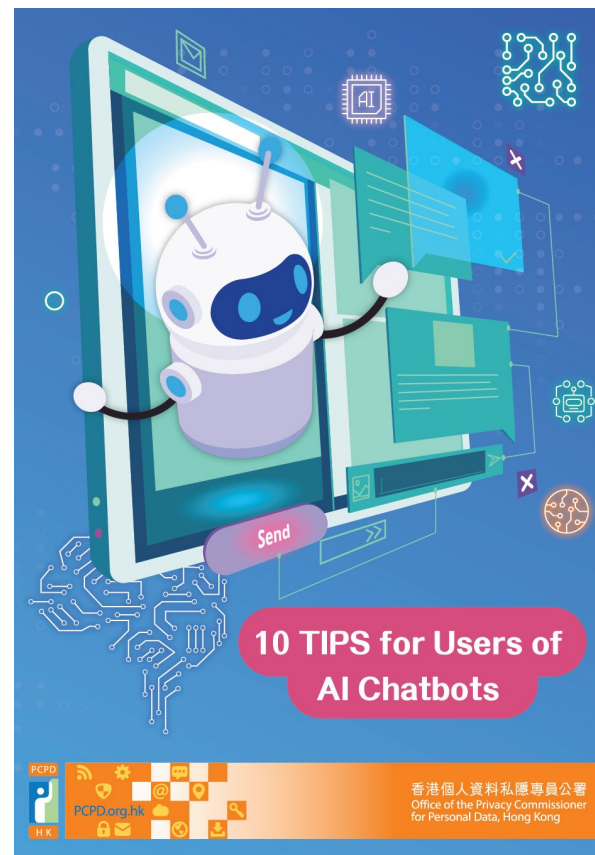
Guidance Materials and Leaflets

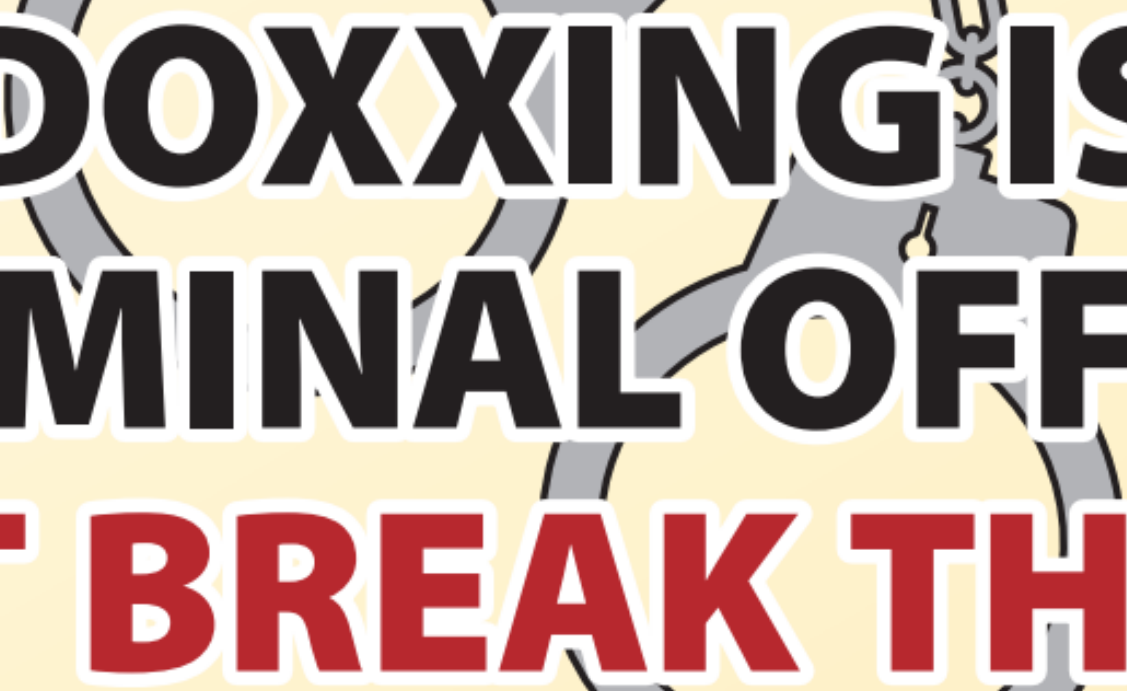
- “Guidance on the Ethical Development and Use of Artificial Intelligence” (2021)
 - 3 Data Stewardship Values
 - 7 Ethical Principles
- “Artificial Intelligence: Model Personal Data Protection Framework” (2024)
 - Governance recommendations in the procurement, customisation, implementation and use of AI



Guidance Materials and Leaflets

- “10 TIPS for Users of AI Chatbots” (2023)
- “Checklist on Guidelines for the Use of Generative AI by Employees” (2025)
 - Scope of use of Gen AI
 - Protection of Personal Data Privacy
 - Lawful and Ethical Use and Prevention of Bias
 - Data Security
 - Consequences of Violations



A stylized illustration of a hand in a grey handcuff, with a chain extending from it. The hand is positioned behind the main text.

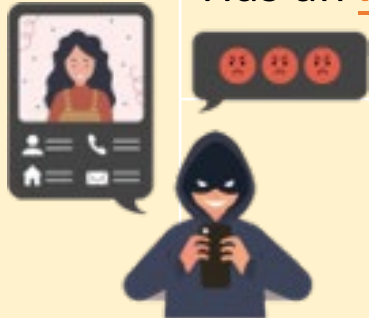
DOXXING IS
A CRIMINAL OFFENCE
DON'T BREAK THE LAW

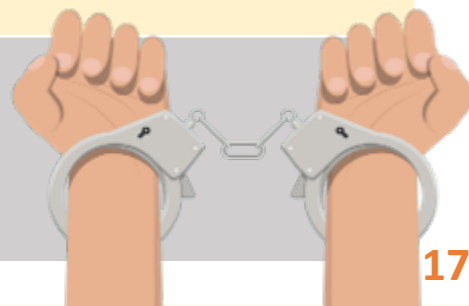
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Offences for Disclosing Personal Data without Consent

Section 64 of the PDPO

Effective from 8 Oct 2021

	First-tier: Summary Offence [Section 64(3A) of the PDPO]	Second-tier: Indictable Offence [Section 64(3C) of the PDPO]
Elements of Offence 	<p>Any personal data of a data subject is disclosed without the relevant consent of the data subject</p> <p>Has an intent or is being reckless as to whether any specified harm would be, or would likely be, caused to the data subject or any family member of the data subject</p>	<p>The disclosure causes any specified harm to the data subject or any family member of the data subject</p>
Maximum Sentence	<ul style="list-style-type: none"> A fine at level 6 (HK\$100,000) imprisonment for 2 years [Section 64(3B) of the PDPO]	<ul style="list-style-type: none"> A fine of HK\$1,000,000 Imprisonment for 5 years [Section 64(3D) of the PDPO]



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Offences for Disclosing Personal Data without Consent

Section 64 of the PDPO

- “Specified harm” – Section 64(6) of the PDPO:



- Harassment, molestation, pestering, threat or intimidation to the person;



- Harm causing the person reasonably to be concerned for the person's safety or well-being; or



- Bodily harm or psychological harm to the person;



- Damage to the property of the person

Criminal Investigation and Prosecution Powers

Issue **written notice** to require any person to **provide relevant materials** and **answer relevant questions** to facilitate investigation
[Section 66D of the PDPO]



The Commissioner
may

To **stop, search** and **arrest** any person who is reasonably suspected of having committed a doxxing-related offence
[Section 66H of the PDPO]



Apply for **warrant** to enter and **search premises** and seize materials for investigation; or **access electronic device without warrant** under urgent circumstances where it is **not reasonably practicable to obtain such warrant**
[Section 66G of the PDPO]

Prosecute in the name of the Commissioner a doxxing-related offence triable summarily in the Magistrates' Court
[Section 64C of the PDPO]



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Power to Issue Cessation Notices

Section 66M of the PDPO

- ✓ Removal of doxxing messages
- ✓ Extra-territorial application
- ✓ Notice may be served on:-



Non-Hong Kong service provider

A person (not being a Hong Kong Person) that **has provided or is providing any service** (whether or not in Hong Kong) **to any Hong Kong person**

e.g. operators of overseas social media platforms

Enforcement Actions Taken

Throughout the anti-doxxing regime (Oct 2021 - Dec 2024), PCPD:-

- Handled more than **3,300** doxxing-related complaints
- Initiated **372** criminal investigations
- **Arrested 63** persons for doxxing-related offences
- **Referred 103** doxxing cases to the Police for further investigation
- Issued a total of **2,072** cessation notices to **53** online platforms to request the removal of **33,687** doxxing messages
 - **Compliance rate: over 96%**
 - 250 doxxing channels successfully removed



Enforcement Actions Taken

In 2024, PCPD:-

- Handled a total of **442 doxxing cases**

↓**44%** as compared to 630 cases in 2022

- 355 doxxing-related complaints
- 87 doxxing cases proactively uncovered through online patrol

Significant drop of over 90%
as compared to 1,134 cases in 2022



PERSONAL DATA (PRIVACY) LAW IN HONG KONG

A Practical Guide on Compliance (Third Edition)



2024: 3rd Edition

PERSONAL DATA (PRIVACY) LAW
IN
HONG KONG
A Practical Guide on Compliance

Third Edition

Edited by
Ada CHUNG Lai-ling
Guobin ZHU



CityU
香港城市大學出版社
City University of Hong Kong Press

2021: 2nd Edition

2016: 1st Edition

New Features:

- ✓ Anti-doxxing Regime
- ✓ Overview of the Mainland's Personal Information Protection Regime
- ✓ Mechanisms for transferring personal data from Hong Kong to the Mainland

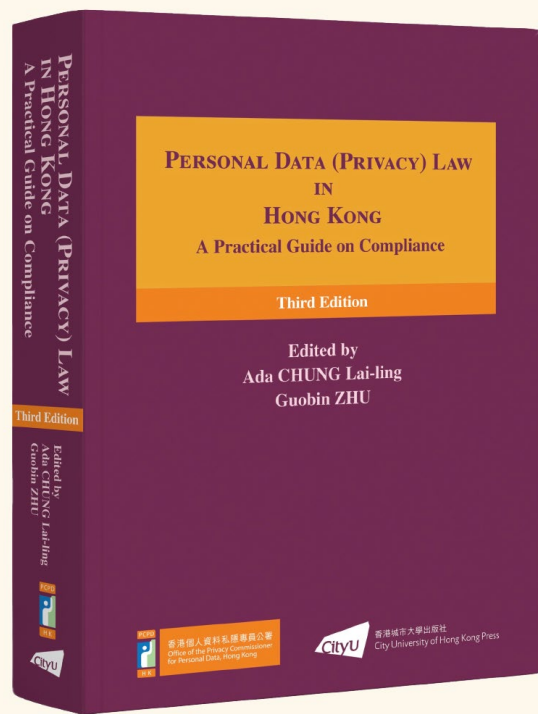


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Other Updates in the Third Edition



✓ Comparison table on major differences between the **PDPO**, **PIPL** and the **General Data Protection Regulation (GDPR)**

✓ Recent Administrative Appeals Board decisions and Court cases

✓ Recent PCPD investigation reports

✓ PCPD Guidelines and other publications



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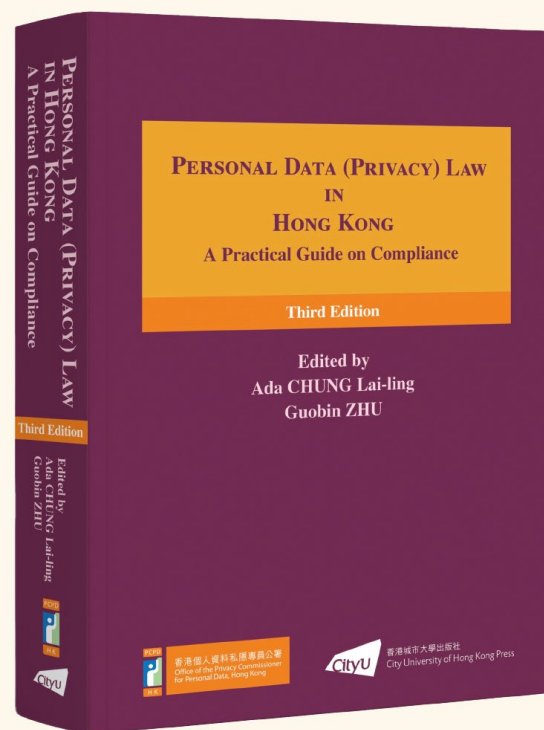
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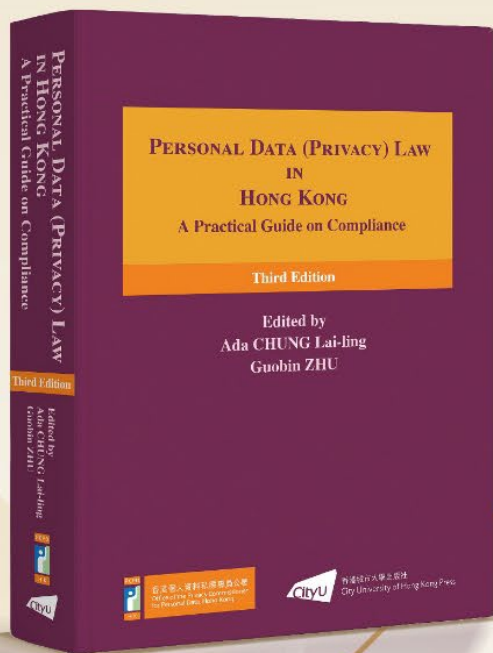


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