



推廣及公眾教育
Promotion and
Public Education



推廣宣傳一向是公署工作的主要一環，希望能夠藉此提高市民在保障個人資料私隱方面的意識。在過去數年，公署的推廣工作主要集中在機構方面，以確保它們的行事方式符合私隱條例的規定。「保障資料主任聯會」的成立，為公署及各資料使用者提供了一道溝通橋樑，讓雙方可以分享及交流保障個人資料的意見及經驗。

公署亦明白，在社區推廣尊重彼此私隱的文化，讓市民認識到這是他們的社會責任，也是非常重要的。為了達到這個目標，公署決定致力推行公眾教育來協助年青人建立正面的社會價值觀。

Promotion has always been one of the PCO's major tasks in raising awareness of personal data privacy protection within the community. In the past few years, promotional efforts have focused on organizations to ensure compliance with the PD(P)O. The establishment of the Data Protection Officers' Club has also provided a platform for a dialogue between the PCO and data users enabling them to share views and exchange work experiences on matters relating to personal data protection.

The PCO also recognizes the importance of promoting a culture within the community where respect for an individual's privacy is the social responsibility of each and every citizen. In seeking to achieve this goal, public education directed towards the younger generation plays a vital role in shaping the future values of society.



多位專家向參賽者講解拍攝技巧、創意思維及個人資料私隱的訊息。

A good number of experts were invited to speak to the contestants at a series of workshops on filming techniques, creative thinking and personal data privacy.



私隱新節 「拍」廣告短片 創作比賽

為了培養及促進尊重彼此私隱的文化，公署與香港青年協會攜手合辦了一項廣告短片創作比賽，讓12至34歲的年青人參加。參賽者須製作一段一分鐘的廣告短片來表達他們對日常生活中保障私隱的理解。主辦機構並邀請了資深的廣告人舉辦了一連串的工作坊，為參賽者講解製作電視廣告短片的各種技巧。參賽的截止日期為二零零三年四月。

Privacy Protection in Action: TV Advertisement Competition

In an effort to cultivate and foster a culture in which people respect each other's privacy, the PCO jointly organized a "TV Advertisement Competition" with the Hong Kong Federation of Youth Groups targeting participants in the 12 to 34 year age range. To participate, contestants were requested to produce a one-minute TV commercial reflecting their understanding of privacy protection issues that occur in daily life. A series of workshops were also held with the assistance of advertising experts during which contestants learned about the many aspects and filming techniques involved in producing a television commercial. Entries for the competition will close in April 2003.





暑假巡迴展覽

公署在二零零二年暑期舉辦了一項為期六週，名為「夏日私隱全面SHOW」的巡迴展覽，深入社群，直接向市民傳達私隱的訊息。巡迴展覽內容豐富，包括與個人資料私隱有關的有趣遊戲、展板及派發宣傳刊物，讓市民能加深了解保障個人資料私隱的重要性。展覽的揭幕儀式在七月七日假座銅鑼灣時代廣場舉行，主禮嘉賓包括灣仔區議會主席林貝聿嘉太平紳士、民政事務局首席助理秘書長許鄔芸芸女士，以及著名演員林韋辰先生及黃德如女士。此外，公署亦在場預播全新拍攝的培訓影音光碟。於首場展覽後，巡迴展覽繼而在七月及八月份分別在全港五個大型商場舉行，共吸引了超過一萬名市民參與。

Summer Vacation Roadshows

To reach out to members of the general public, the PCO launched a six-week Privacy Summer Roadshow “Privacy Summer Fiesta” throughout the 2002 summer holidays. The Roadshow featured interesting games on personal data privacy topics, display boards and guidance publications with the aim of raising public awareness of the importance of safeguarding personal data privacy. The event was kicked-off on 7 July at Times Square in Causeway Bay. Guests officiating at the launch included the Chairman of Wan Chai District Council Mrs. Peggy P. Lam, SBS, OBE, JP; Principal Assistant Secretary for the Home Affairs Bureau Mrs. Nancy Hui; and renowned actor and actress Mr. Lam Wai Sun and Ms. Louisa Wong. Members of the public also had the chance to preview the new training video produced by the PCO. After the launch, the



Roadshow toured five major shopping centres in the months of July and August. More than 10,000 visitors were attracted to these events.



公署2002年暑期巡迴展覽場面熱鬧。
Snapshots of the PCO 2002 Summer Roadshow.



傳媒聯絡工作



在本年報期內，公署共舉行了三次新聞簡布會，公布共用正面信貸資料諮詢活動、「私隱新節『拍』廣告短片創作比賽」，以及共用正面信貸資料的公眾諮詢報告的詳情。此外，公署亦就不同的私隱問題發布了七篇新聞稿及回應了988宗傳媒查詢。



Media liaison

In the reporting year, the PCO held three press briefings to announce the consultation exercise on the sharing of positive credit data, the “Privacy Protection in Action: TV Advertisement Competition” and the public consultation report on the sharing of positive credit data. In addition, the PCO put out seven press releases on various privacy issues and responded to 988 enquiry cases from the media.



私隱專員鄧爾邦先生接受各傳媒機構訪問，向市民大眾講述與個人資料私隱有關的議題。

Privacy Commissioner Mr. Raymond Tang took the opportunities to express his views on different privacy related issues to the general public in various media interviews.

刊物及網址

在二零零二年八月，公署推出一輯名為「認識你的個人資料私隱權利」的全新培訓影音光碟／錄影帶，以活潑生動的手法介紹私隱條例的規定，並帶出日常生活中一些保障資料私隱的良好處事方式。

公署在本年報期內共出版了兩期通訊，每期發行量超過8,000份，免費派發給各訂戶、專業團體、政府部門及其他相關組織，並以電子形式向超過400名網上登記訂戶發送通訊。

公署繼續透過網址 www.pco.org.hk 發放私隱方面的最新消息及活動詳情，而大部份公署刊物亦可於公署網址下載。在本年報期內，公署網址的瀏覽人數高達131,439人次，即平均每月為11,000人次。

Publications and Website

In August 2002, the PCO released a new training VCD/video on the requirements of the PD(P)O. Entitled “Personal Data Privacy and YOU”, the video provides lively scenarios that illustrate good data protection practices on various topical privacy issues.

Two issues of the PCO newsletter were published during the year under review. Over 8,000 copies were distributed to subscribers, professional bodies, government departments and other relevant parties. More than 400 registered online subscribers also received the electronic version of the newsletter via e-mail.

The PCO website at www.pco.org.hk continues to be an effective means for the PCO to disseminate the latest news and activities on privacy related matters. Nearly all of the PCO's publications are available for download from the site. During the year under review, the PCO website recorded a total of 131,439 hits with an average of 11,000 hits per month.



保障資料主任聯會

在二零零二至二零零三的會員年度內，聯會共舉行了兩次全體會議、六次午餐聚會及一連串的資料保障工作坊。

超過150名會員出席了二零零二年四月十二日的聯會會議，並破天荒吸引了超過30名何東中學公民教育組的成員出席會議。該次會議的論壇議題是「工作間的僱員監察活動」，公署榮幸地邀請到香港人力資源管理學會譚溫小雯女士、香港理工大學陳榮照博士，以及勞工處左陳翠玉女士在百忙中抽空出席是次會議，並和各與會者分享他們在這方面的見解。



聯會作了一項新嘗試，在二零零二年六月至九月期間舉行了六次「午餐聚會」，藉以加強與會員的溝通。午餐聚會以輕鬆自在的形式進行。公署以行業性質來把會員分成六組，讓他們得以和業內人士互相交流意見和心得，互相借鏡。很高興這項活動得到各會員的認同，覺得不同機構內負責資料保障工作的會員可以藉著這些場合建立聯絡網，加強本身的保障個人資料經驗及知識。

Data Protection Officers' Club

Two plenary Club meetings, six luncheon gatherings and a series of Data Protection Workshops were held during the membership year 2002-03.



Over 150 members participated in the Club meeting held on 12 April 2002 and, for the first time, the event drew the attendance of over 30 members of the Civic Education Committee of the Ho Tung Secondary School. The issue of “employee monitoring in the workplace” was discussed at the Privacy Forum session of the meeting. The PCO were honoured to have Mrs. Monisa Tam of the Hong Kong Institute of Human Resource Management, Dr. Andy Chan of the Hong Kong Polytechnic University and Mrs. Jennie Chor of the Labour Department to join the meeting and shared their views on the subject.

“Luncheon gatherings” were a new initiative introduced in June to September 2002 that helped to foster communication between the PCO and members of the Data Protection Officers' Club. The luncheons were held in an informal setting. Members from similar business sectors were grouped into six separate luncheons so that they could share their work experiences with people in a similar capacity in a relaxing atmosphere. Members in general felt that the luncheons provided them with a platform upon which to build a network with other data protection officers and enhance their work experience and knowledge in personal data protection.





講座、研討會及演講

在本年報期間，公署定期免費為市民舉辦了17次簡介講座，向市民講解條例的規定。此外，公署亦曾派員到各公私營機構舉辦了83次講座，闡述如何遵守條例的規定。私隱專員及公署的其他職員亦在多個本港及國際研討會上，就個人資料私隱問題發言。



Seminars, conferences and speaking engagements

During the reporting year, the PCO conducted 17 introductory seminars on the requirements of the PD(P)O. These seminars were conducted on a regular basis, at no charge, to any interested members of the public. Another 83 in-house training seminars were also offered to staff of private and public sector organizations on compliance with the requirements of the PD(P)O. The Privacy Commissioner and other members of the PCO also spoke at a number of local and international conferences on issues related to personal data privacy.

私隱專員鄧爾邦先生及公署職員出席多個本地講座及研討會。
Privacy Commissioner Mr. Raymond Tang and PCO staff at various local seminars and conferences.



公署職員曾在下述本地會議上發言

- 2002亞洲保安系統專業會議
- 2002香港律師會週年大會
- 香港人力資源管理學會主辦的「監察活動及工作期間的個人資料私隱實務守則草擬本諮詢文件」講座
- 香港電腦保安事故協調中心主辦的「工作期間的資料保安及私隱」(Information Security and Privacy at the Workplace)講座
 - 香港人才管理協會主辦的「監察活動及工作期間的個人資料私隱實務守則草擬本諮詢文件」講座

Speaking engagements by PCO staff at conferences held in Hong Kong

- “Privacy and Security: The Case for Co-existence” Asian Securitex 2002 Conference
- The Law Society Annual Convention 2002
- Forum on the Consultation Paper of Draft Code of Practice on Monitoring & Privacy at Work, organized by the Hong Kong Institute of Human Resource Management
- Seminar on Information Security and Privacy at the Workplace, organized by the Hong Kong Computer Emergency Response Team Coordination Centre
- Seminar on Draft Code of Practice on Monitoring and Personal Data Privacy at Work, organized by Hong Kong People Management Association



公署職員曾參加下列的海外研討會



- 在美國舉行的 National Academy of Public Administration Annual Conference
- 在美國舉行的 12th Conference on Computer, Freedom & Privacy (CFP 2002)
- 在英國舉行的第二十四屆資料保障及私隱專員國際研討會
- 在泰國舉行的 APEC Data Privacy Workshop
- 在新西蘭舉行的 The 16th meeting of the Privacy Agencies of New Zealand and Australia (PANZA)
- 在新西蘭舉行的 The 9th Annual Privacy Issues Forum
- 在韓國舉行的 2002 International Conference on Personal Data Protection

Participation of PCO staff in conferences held outside Hong Kong

- National Academy of Public Administration Annual Conference, USA
- 12th Conference on Computer, Freedom & Privacy (CFP 2002), USA
- The 24th International Conference of Data Protection and Privacy Commissioners, UK
- APEC Data Privacy Workshop, Thailand
- The 16th meeting of the Privacy Agencies of New Zealand and Australia (PANZA), New Zealand
- The 9th Annual Privacy Issues Forum, New Zealand
- 2002 International Conference on Personal Data Protection, Korea



接待國內訪問團

在本年報期內，公署一直與國內的有關官員保持緊密聯繫，攜手推廣保障個人資料私隱。曾會面的團體包括：

- 民政部赴港考察團
- 內蒙古自治區呼和浩特市委組織部
- 長春市委組織部
- 安徽、江西省公證人員赴港考察團



年內，多個國內訪問團曾探訪公署，互相交流在保障個人資料私隱方面的意見。

Several Chinese delegations visited the PCO and exchanged views on personal data privacy during the year.



Meeting with Chinese Official Delegations

In the reporting year, the PCO maintained close ties with relevant officials in China, with the aim of working closely together with them to promote the issue of personal data privacy. Meetings were held with the following:

- 民政部赴港考察團
- 內蒙古自治區呼和浩特市委組織部
- 長春市委組織部
- 安徽、江西省公證人員赴港考察團

