

Conveying 全面推廣 the Message



推廣工作 Promoting Awareness





提高公眾對條例保障資料原則的認識是公署過去一年的主要工作目標。公署舉辦了一連串的推廣及教育活動，確保社會大眾，不論年齡、職業或背景，均了解保障私隱的訊息。

Raising public awareness of the data protection principles of the Ordinance has been a key objective over the past year. A range of promotional and educational initiatives were launched, targeting society as a whole, to ensure that the message of privacy protection is understood, irrespective of age, profession or background.



推廣活動 Promotional Activities

「美好社會齊共創」
攝影比賽

“To Build a Harmonious Society”
Photo Competition

公開組 Open Category:

冠軍 | Champion
K. C. Cheung (香港) | K. C. Cheung (HongKong)

亞軍及最佳創意獎：
First Runner-up and Originality
Award:

馮卓華 (澳門)
Fong Cheok Va
(Macau)

季軍：
Second Runner-up:

麥健思 (香港)
Mak Kin Sze, Angela
(Hong Kong)

最佳表達獎：
Best Presentation Award:

周健康 (澳門)
Chao Kin Hong
(Macau)

最佳表達獎：
Best Presentation Award:

謝青松 (香港)
Tse Ching Chung
(Hong Kong)

最佳攝影技巧獎：
Best Photographic Skill Award:

許有達 (香港)
Hui Yau Tat
(Hong Kong)



這項比賽旨在鼓勵兩地青年互相尊重私隱、建立和諧社會。比賽收到接近 400 份參賽作品，而得獎相片展覽已於 2005 年中分別在香港及澳門舉行。

This competition aimed at facilitating a cultural exchange between Hong Kong and Macau. With the theme: To Build a Harmonious Society, the competition encouraged young people to think of the importance of fostering harmony across society by respecting the privacy of individuals. The competition attracted almost 400 entries and the winning photographs were exhibited in Hong Kong and Macau in mid-2005.



◀ 「美好社會齊共創」攝影比賽頒獎典禮在 2005 年 6 月 25 日於澳門舉行。
“To Build a Harmonious Society” Photo Competition prize presentation ceremony held on 25 June 2005 in Macau.

中學組 Secondary School Category:

冠軍及最佳創意獎
黃敏芝 (廣大中學—澳門) | Champion & Originality Award
Wong Man Chi (Escola Kwong Tai – Macau)



亞軍：
First Runner-up:

李文靜 – 勞工子弟學校 (澳門)
Lei Man Cheng
(Macau)
(Escola Lou Kung Chi Tai)

季軍及最佳表達獎：
Second Runner-up and
Best Presentation Award:

黃正淳 – 賽馬會體藝中學 (香港)
Wong Ching Shun
(Hong Kong)
(Jockey Club TI-I College)

最佳攝影技巧獎：
Best Photographic Skill Award:

蔡彪鋒 – 可道中學 (香港)
Tsoi Piu Fung
(Hong Kong)
(Ho Dao College)



► 在香港及澳門舉行的得獎相片展覽。
Photo exhibitions of the winning entries held
in Hong Kong and Macau.

「保護私隱，尊重別人」海報設計比賽

「保護私隱，尊重別人」海報設計比賽的參賽作品透過生動突出的繪畫藝術，提高市民對保障私隱的認知。比賽分為學生組及公開組，得獎作品已大量派發予社會大眾，作推廣之用。

公開組
Open
Category



「保護私隱，尊重別人」海報設計比賽公開組冠軍郭燕明在頒獎禮上分享創作心得。
Kwok Yin Ming, Open Category Champion of the "Respect Others and Protect Privacy" Poster Design Competition, shared her design experience at the prize presentation ceremony.

“Respect Others and Protect Privacy” Poster Design Competition

Entries in a poster design competition in Hong Kong applied vivid graphics and strong art forms to promote privacy protection awareness. The competition was divided into student and open categories and the winning designs are widely distributed for publicity purpose.

學生組
Student
Category



冠軍 | Champion
陳灝智 | Chan Ho Chi



「保護私隱，尊重別人」海報設計比賽學生組冠軍陳灝智在頒獎禮上分享創作心得。Chan Ho Chi, Student Category Champion of the “Respect Others and Protect Privacy” Poster Design Competition, talked about his winning design at the prize presentation ceremony.



亞軍 | First Runner-up
林慧雯 | Lam Wei Men



學生組 Student Category



亞軍 | First Runner-up
杜偉業 | To Wai Yip



季軍 | Second Runner-up
鍾智雄 | Chung Chi Hung

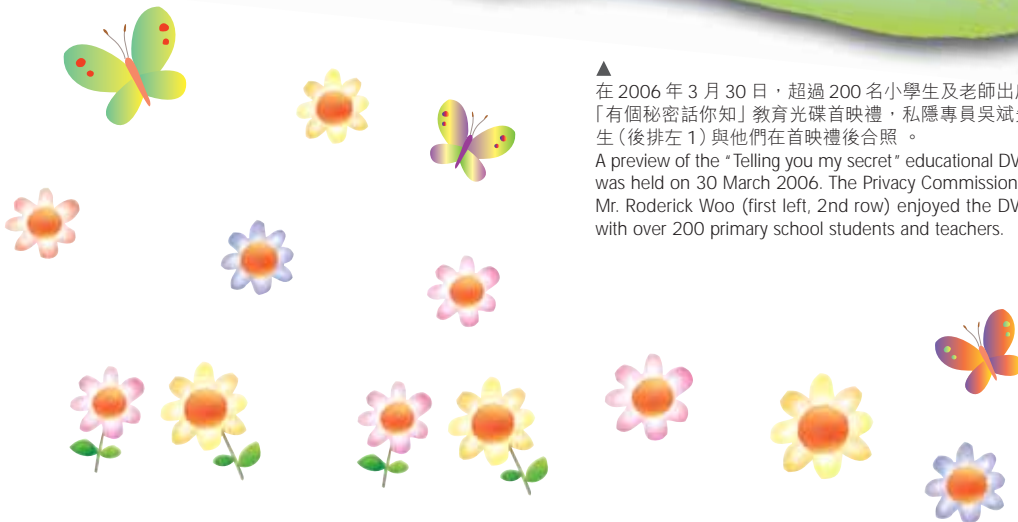
「有個秘密話你知」教育光碟 “Telling you my secret” Educational DVD

培養尊重私隱的態度，始自幼年時期。因此，公署將「有個秘密話你知」的表演內容製作成教育光碟。在2004至2005年間，該表演曾在超過50間小學巡迴演出，約一萬名小學生曾觀看。該表演由著名兒童節目主持人王者匡先生（Harry哥哥）擔綱演出，糅合音樂、魔術、木偶、戲劇及遊戲，帶出個人資料私隱的重要性。這張採用類似形式的互動教育光碟將會派發予小學生作為教材。

A culture of respect for privacy starts at childhood. To promote this culture, the PCPD has produced a DVD based on the show “Telling you my secret” which toured more than 50 schools and was watched by an estimated 10,000 children in 2004 and 2005. The show, hosted by children’s entertainer Harry Wong, features music, magic, puppets, drama and games to illustrate the importance of personal data privacy. The interactive DVD uses a similar format and will be distributed to primary schools in Hong Kong.



▲ 在2006年3月30日，超過200名小學生及老師出席「有個秘密話你知」教育光碟首映禮，私隱專員吳斌先生（後排左1）與他們在首映禮後合照。
A preview of the “Telling you my secret” educational DVD was held on 30 March 2006. The Privacy Commissioner Mr. Roderick Woo (first left, 2nd row) enjoyed the DVD with over 200 primary school students and teachers.



宣傳訊息 Publicizing our Message

公署明白傳達保障私隱訊息及與傳媒保持緊密的工作關係是很重要。年內，公署共舉行了 12 次記者會，及經常安排傳媒採訪，透過傳媒將與私隱有關的訊息傳遞給社會大眾。

The PCPD understands the importance of networking its privacy messages and maintaining a close working relationship with the media. In disseminating privacy news to the media, 12 news briefings were held and media interviews were given from time to time.



私隱專員吳斌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. Roderick Woo gave his views on various privacy issues through the media.



私隱專員吳焯生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. Roderick Woo gave his views on various privacy issues through the media.



保障資料主任聯會 Data Protection Officers' Club (DPOC)

保障資料主任聯會（「聯會」）繼續為公署與公私營機構提供雙向的溝通平台，協助會員執行遵守條例規定的措施。聯會在2000年成立，主要目的是為公署及各機構的保障資料主任提供雙向的溝通途徑。會員數目至今已增至237人，他們都是擁有商業及專業背景的保障資料主任。

2005年5月，加拿大維多利亞大學（University of Victoria, Canada）的著名私隱學者班納教授（Professor Colin Bennett）就「全球化個人資料私隱保障」，為聯會會員舉行研討會。會員在會上得知全球關於履行資料保障的現有政策方案。

公署於2005年9月及10月為聯會會員舉辦了一連串有關保障資料的工作坊，重點探討人力資源管理及工作地點監察活動問題。所有完成課程人士均獲發證書。

在2006年1月，公署以別具創意的互動形式，與參加者討論在物業管理工作中處理個人資料的問題，以鼓勵聯會會員在輕鬆氣氛下表達意見。

The Data Protection Officers' Club (DPOC) continued to provide a critical two-way communication platform on compliancy practice between the PCPD and public and private sector organizations. The DPOC was established in 2000 with the primary aim of providing a channel for two-way communications between the PCPD and data protection officers across a broad range of organizations. It has since grown to a membership of 237 data protection officers from a range of commercial and professional backgrounds.

In May 2005, leading privacy scholar, Professor Colin Bennett, of the University of Victoria, Canada, delivered a talk on the globalization of personal data privacy protection to DPOC members. Members were also updated on prevailing policy instruments used for data protection across the globe.

As in previous years, a series of data protection workshops were conducted from September to October 2005 exclusively for members. Members took the opportunity to learn the application of data protection principles in the context of human resource management and monitoring at work and received certificates upon completion of the courses.

In January 2006, a meeting was held on the protection of personal data in relation to property management. Adopting an innovative interactive framework, PCPD staff acted some common cases on stage so as to encourage members expressing their views in a more relaxed atmosphere.



▲ 班納教授（Professor Colin Bennett）為聯會會員舉行研討會，講題為：「全球化個人資料私隱保障：從國際角度看私隱政策方案」。
Professor Colin Bennett spoke to DPOC members on "The Globalization of Personal Privacy Protection: Policy Instruments in International Perspective".

▶ 香港物業管理公司協會會長孫國林先生（中）、南豐集團旗下「民亮發展有限公司」董事兼總經理麥耀祖先生（左）擔任嘉賓，聯同公署首席個人資料主任陳建田先生（右）與各聯會會員作意見交流。

Mr. Suen Kwok Lam (middle), President of the Hong Kong Association of Property Management Companies and Mr. Jimmy Mak (left), Director & GM (Operations) of Main Shine Development Ltd. and PCPD's Chief Personal data officer, Mr. K.T. Chan (right) shared views with DPOC members.





▲ 私隱專員吳斌先生頒贈紀念品予孫國林先生（上面相片）

▼ 及麥耀祖先生（下面相片）。
Privacy Commissioner Mr. Roderick Woo presented souvenirs to Mr. Suen Kwok Lam, President of the Hong Kong Association of Property Management Companies (left photo), and Mr. Jimmy Mak, Director & GM (Operations) of Main Shine Development Ltd. (lower photo).



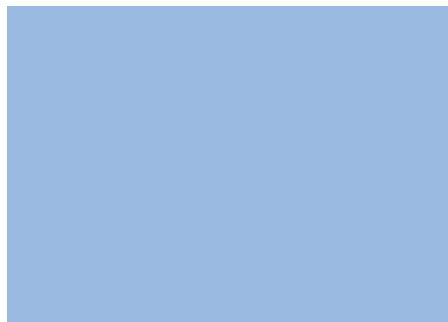
國際及地區聯絡 International and Regional Liaison

現時的私隱問題已跨越國界。因此，公署積極參與區域性或國際性私隱機構籌辦的會議。代表可以在會上分享意見，並汲取其他地區的經驗。

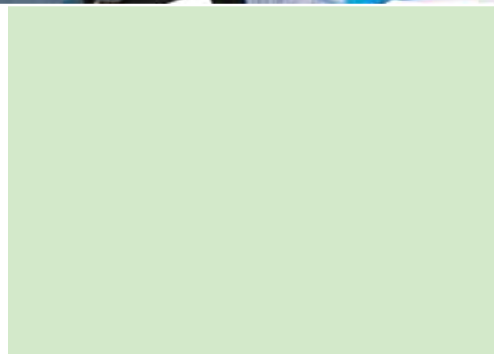
Contemporary privacy issues transcend national boundaries. For this reason, the PCPD participates extensively in the work of regional and international privacy organizations where representatives influence discussions and benefit from the experiences of other jurisdictions.

亞太區經濟合作組織的電子商貿督導小組按照各成員體系在2005年的決定，在2005年6月1日至2日在香港舉行首個亞太經合組織技術支援研討會，以推行亞太經合組織的私隱機制。來自15個成員體系的超過90名代表出席

On 1-2 June 2005, the PCPD hosted the first technical assistance seminar for the **APEC Electronic Commerce Steering Group (ECSG)** to implement the APEC Privacy Framework, as member economies agreed during the course of 2005. Some 90 delegates from 15 member economies attended the seminar in June 2005.



- ▲ 亞太經合組織電子商貿督導小組技術支援研討會的開會情況。
- ▼ Snapshots of the APEC Electronic Commerce Steering Group technical assistance seminar.



了是次研討會。參加者大部分是政府高層人員、商界及公民組織的代表、消費者權益的倡議者及學術界人士。研討會的主要議題包括盡量從私隱保障及資訊傳輸中獲益、教育公眾認識本土私隱保障，以及加強公私營機構的進一步合作。小組亦探討私隱保障被侵犯時的適當補救措施，以及制定機制報導亞太區經濟合作組織私隱機制的實施情況。

2005年11月，私隱專員代表香港出席在墨爾本舉行的亞太區私隱機構論壇（Asia Pacific Privacy Authorities Forum）。亞太區私隱機構正積極增加區內成員的數目，鼓勵透過網頁、借調系統及網上培訓講座，更有效地分享資訊。該機構亦正在發展區域性的基建及秘書處，以促進私隱問題的辯論，希望在彼此關注的事宜上取得共同立場。

The majority of participants were senior government officials, representatives of the business community and civil society, consumer advocates and members of academia. The seminar addressed key issues such as maximising the benefits of privacy protection and information flows, public education on domestic privacy protection and furthering cooperation between public and private sectors. The group also looked at appropriate remedies for situation where privacy protection is violated and a mechanism for reporting the domestic implementation of the APEC Privacy Framework.

In November 2005, the Privacy Commissioner represented Hong Kong's interests at the **Asia Pacific Privacy Authorities Forum (APPA)** held in Melbourne. APPA is expanding membership across the region to encourage more efficient sharing of information through a website, a system of secondment and web-based training seminars. It is also developing a regional infrastructure and secretariat that will facilitate debate on privacy issues with a view to adopting a collective position on matters of common concern.



私隱專員吳斌先生（右1）出席在墨爾本舉行的亞太區私隱機構論壇(Asia Pacific Privacy Authorities Forum)。
Privacy Commissioner Mr. Roderick Woo (first right) attended the Asia Pacific Privacy Authorities Forum held in Melbourne.

講座、研討會及演講

Seminars, Conferences and Speaking Engagements

- ▶ 公署職員經常出席本地講座及研討會，向各界人士講解條例的規定。
Staff of the PCPD attended local seminars and conferences to explain the requirements of the Ordinance to all classes.



- ◀ 公署在「教育及職業博覽2006」向市民派發宣傳資料及玩遊戲。
PCPD took the opportunity to convey the message of data privacy protection at the "Education & Careers Expo 2006".

公署在過去一年舉辦了不少培訓講座，講解遵守私隱條例的規定。專員及公署的職員亦參與多個本地及國際有關個人資料私隱問題的研討會。重點之一是向青年人及求職者宣傳保障個人資料私隱。為了宣傳這方面的訊息及政策，公署在2006年2月參加了貿易發展局舉辦的「教育及職業博覽2006」。

Training seminars focussing on Hong Kong's compliancy requirements were organized throughout the year. The Commissioner and his staff also participated in local and international conferences relating to personal data privacy issues. One focus has been the protection of personal data privacy as it relates to young people and job seekers. To convey messages and policies in this area, staff of the PCPD participated in the Education and Careers Expo 2006, held in February 2006.

與國際機構聯繫仍然是公署的優先工作。對香港來說，參與區內私隱機構的工作是很重要的，既可以透過討論發揮香港的影響力，亦可以汲取其他地區的經驗。私隱專員曾參與多個國際研討會及工作坊，深入了解保障私隱的條例，以及負責保障工作的機構的運作情況。

Liaising with international agencies remains a priority. It is important for Hong Kong to participate in the work of regional privacy organizations as a means both of influencing discussions and benefiting from the experiences of other jurisdictions. The Privacy Commissioner has attended international conferences and workshops to gain insights into privacy protection legislation and how agencies responsible for protection operate.

香港的公私營機構均希望與時並進。因此，私隱專員及公署的職員曾進行65次演講，向商業、專業及社會團體講解條例的效力及規定，以及對個人的保障。

Both the public and private sector community in Hong Kong are keen to remain abreast of developments. As a result, the Privacy Commissioner and his staff undertook 65 speaking engagements, addressing business, professional and community groups on the status and requirements of legislation and the protection it offers individuals.

刊物及公署網頁 Publications and Website

公署繼續以印文本及電子形式向訂戶、專業團體、政府部門及其他相關組織派發通訊。

The PCPD has continued to distribute its newsletters to subscribers, professional groups, government departments and other relevant parties in both hard copy and electronic format.

公署的網頁 (www.pcpd.org.hk) 仍然是獲取資訊及意見的必要途徑。2005 年，網頁共錄得 227,497 次瀏覽人次，平均每月接近 19,000 人次。

The website for the PCPD – www.pcpd.org.hk – continues to be a critical conduit of information and advice. In 2005, the site received 227,497 hits, an average of almost 19,000 hits each month.



青年對資料私隱的態度意見調查

Surveying Young People's Attitudes to Data Privacy



◀私隱專員吳斌先生(右)與香港青年協會督導主任莫漢輝先生(研究及領袖發展)於2006年3月20日向新聞界公布調查結果。

Privacy Commissioner Mr. Roderick Woo, (right) and Mr. James Mok, Supervisor (Research & Leadership) of Hong Kong Federation of Youth Groups announced survey results to the media on 20 March 2006.

In 2005, The PCPD and the Hong Kong Federation of Youth Groups undertook a joint survey of young people's attitudes towards technology and personal data privacy. The aim was to better understand how young people react to the privacy-intrusive nature of certain technologies and their applications.

More than 1000 young people aged between 15 and 29 were surveyed on three key themes: attitudes towards

在2005年，公署與香港青年協會聯合進行意見調查，探討青年對科技與個人資料私隱的態度。調查的目的是更深入了解青年如何對待及使用某些可能會侵犯私隱的科技。

調查訪問了超過 1,000 名年齡介乎 15-29 歲的青年。調查主要分為三方面：青年人在科技可能侵犯私隱的環境下對保障個人資料的態度、青年人在招聘過程中所採取的保障個人資料措施，以及青年人對保障個人資料私隱的重要性的看法。

調查顯示，青年人接受科技，但未必十分了解科技的應用對私隱的影響。差不多 60% 受訪者表示同意把醫療記錄存放在政府建議的病人醫療記錄資料庫。相近數目的受訪者接受在身分證、圖書證及駕駛執照加入其他用途。

大多數受訪者認為在公眾停車場、購物商場及住宅大廈升降機內安裝閉路電視攝錄機不算侵犯私隱。這些調查結果顯示，受訪者對資料的管理有較高程度的信任，但亦有可能是青年人已經習慣了私隱的風險。不過，調查亦顯示青年人意識到在公眾地方拍陌生人的照片的私隱尺度，認為這是不尊重他人的行為。

在使用互聯網方面，調查結果突出了網上購物的個人資料風險。大多數受訪者聲稱會保持警惕，很多都會採用多重保安措施。在招聘過程中，受訪者表示關注他們的私隱權利，並會對僱主使用及保留他們的個人資料持謹慎

personal data protection in an environment where technology can be privacy intrusive, protection practices adopted by young people during recruitment and perceptions of the importance of personal data privacy.

The survey revealed that young people, while accepting of technology, are not necessarily well-informed about the privacy impact of technological applications. Virtually 60 per cent of respondents indicated they would consent to placing medical records on patient medical records database proposed by the Government. There was a similar level of acceptance in terms of additional applications for Hong Kong ID cards, library cards and driver's licences.

Most respondents did not regard the installation of CCTV cameras in public car parks, shopping malls and residential lifts as a privacy intrusion. While the findings suggest a relatively high level of trust among respondents over the administration of data, the survey noted that it is possible that young people have become acclimatized to privacy risks. The survey also revealed however that young people are aware of the privacy dimension to photo taking in public and that to resort to this behaviour is disrespectful of others.

On Internet usage patterns, the survey highlighted perceived personal data risks associated with online shopping. Most of those surveyed claimed they were vigilant and many used multiple security measures. In terms of selection and recruitment processes, respondents indicated that they were both aware of their privacy rights and cautious about the use and retention of their personal data by a potential employer.