向各界傳達保障個人資料私隱訊息

Disseminate the message of personal data privacy to all walks of life

機構傳訊經理感言
Message from Corporate Communications Manager

若要挑選去年令我最感滿意的工作，一定是首次舉行的「私隱關注運動」。

公署以往雖然舉辦過多項本地推廣活動，但鮮有與海外機構合作。然而，由於保障私隱已成為國際間共同關注的議題，我們認為有必要與區內伙伴機構合辦活動，強化效益，並體現彼此保障私隱的決心。「亞太區私隱機構」的成員遂於2007年首次合辦為期一週的「私隱關注運動」。

雖然沒有輝煌的佈置和鋪天蓋地的宣傳，但「私隱關注運動」仍能順利舉行，獲各界人士的支持和讚賞，這實有賴各地工作人員的通力合作。我有幸能夠參與其中。我和十多名來自不同地區、大多素未謀面的同袍，自2007年1月開始，以電話及電郵聯繫，策劃一個跨地域的推廣保障私隱活動。

運動的籌備過程雖然偶爾出現困難，但整體來説合作經驗是愉快而寶貴的。當構思了主題後，大家隨即分工，例如：澳洲負責設計標誌和宣傳海報、新西蘭負責撰寫新聞稿、我們負責製作宣傳品等。就這樣各展所長，「私隱關注運動」終於在8月26日順利開展。

個人而言，能夠有機會首次籌備跨區域而大型的「私隱關注運動」，著實帶給我很大的滿足感。我期望日後的「私隱關注運動」能舉辦得更加成功。

龍雪影
機構傳訊經理

If I have to choose a project that satisfied me most in last year, it must be the launch of the first Privacy Awareness Week ("PAW").

Though the PCPD had organized various kinds of promotional activities over the years, they were held locally and we seldom got the chance to cooperate with overseas organizations. However, as privacy protection has become a common concern around the world, we believe that it is necessary to organize promotional activities with our corresponding partners in the region to strengthen the effects of the activities and to show our determination to join forces to protect privacy. Therefore, all the members of the Asia Pacific Privacy Authorities collaborated in launching the first PAW in 2007.

Although there was no splendid decoration and large-scale promotion, the PAW was successfully held. The project received support and praise of the community, which was the result of full cooperation among the working staff in the region. I am proud that I could participate in it. In January 2007, ten-odd colleagues from different areas and I (most of us had never met before) started our planning for this cross-border promotional activity on privacy protection through telephone and e-mail communication.

Even though we sometimes encountered difficulties during our preparation, on the whole, we gained happy and valuable experience in our cooperation. Once the theme of the PAW – "Privacy is Your Business" had been conceived, work was shared among the members. For example, logo and poster design was taken up by Australia; New Zealand was responsible for drafting press releases; and we took charge of the production of promotional items. With the contribution of different parties, the PAW was successfully launched on 26 August.

Personally speaking, taking part in the launch of the first cross-border and large-scale PAW really gave me great satisfaction. I hope that the PAW would be more successful in the future.

Shirley Lung
Corporate Communications Manager

推廣及教育活動
Promotional and Educational Activities

私隱關注運動 2007

在過去一年，公署的推廣重點是「私隱關注運動2007」。「私隱關注運動2007」是公署與亞太區私隱機構成員聯合舉辦的首個國際性推廣活動。參與是次活動的成員來自澳洲（包括新南威爾斯、維多利亞省及北領地）、香港及新西蘭。這個為期一周的活動在2007年8月26日至9月1日舉行，主題是「論私隱 你有份」。

在這個星期內，公署安排了一連串有趣又具教育意義的活動，向不同人士推廣私隱意識。

Privacy Awareness Week 2007

Last year, the highlight of our promotional efforts was Privacy Awareness Week 2007 (PAW 2007). PAW 2007 was our first international promotional event and was jointly organized with Asia Pacific Privacy Authorities. Members included Australia (including New South Wales, Victoria and the Northern Territory), Hong Kong and New Zealand. Held from 26 August to 1 September, 2007, the week-long campaign was themed "Privacy is Your Business". Various educational events were also organized to promote privacy compliance.

吳斌先生與鄭裕玲小姐主持「私隱關注運動2007」開展儀式。
Mr. Roderick Woo and Miss Do Do Cheng at the PAW 2007 opening ceremony.

8月26日 ─ 開展儀式

私隱專員聯同著名藝人鄭裕玲小姐主持「私隱關注運動2007」開展儀式。是次活動獲得公私營機構的鼎力支持。

8月27日─「保障網上個人資料」研討會

公署邀請了兩位嘉賓：香港警務處資訊系統部高級督察（資訊保安）林景昇先生（左相），及香港大學資訊保安及密碼學研究中心鄒錦沛博士（右相），講解如何妥善處理個人資料。

林督察以具體例子，講述日常生活中應如何在網上保障個人資料，例如在使用無線上網服務傳輸個人資料時，應加倍注意保安。而鄒博士則從技術性層面剖析資料使用者在網上資料保安方面的責任，及如何避免資料外洩。

26 August 2007 – Opening ceremony

The Commissioner officiated at the opening ceremony of PAW 2007 with local renowned artist Miss Do Do Cheng. The PCPD was pleased to see the event receive support from both the private and public sectors.

27 August – Seminar on Protection of Online Personal Data

Distinguished guests Mr. Sean Lin, SIP of Hong Kong Police Force (left); and Ir. Dr. K.P. Chow, Center Associate Director of Centre for Information Security and Cryptography, the University of Hong Kong (right); offered practical tips on how to properly handle personal data. For example, special attention should be paid when using Wi-Fi to send personal data, Mr. Lin said. Dr. Chow also spoke on the responsibilities of data users with online data security and on how to prevent leaks of data.

香港警務處資訊系統部高級督察（資訊保安）林景昇先生。
Mr. Sean Lin, SIP of Hong Kong Police Force.

香港大學資訊保安及密碼學研究中心鄒錦沛博士。
Ir. Dr. K.P. Chow, Center Associate Director of Centre for Information Security and Cryptography, the University of Hong Kong.

8月29日 ─ 年青人「最緊要私隱」講座

互聯網是年青人之間最流行的溝通媒介。然而，他們大都沒有意識到在網上透過網誌或聊天室披露個人資料所帶來的私隱風險。有鑑於此，公署特地舉辦一個公開講座，邀請著名作家王貽興先生及電台主持麥潤壽先生，教導年青人在網上與人溝通時必須小心謹慎。

29 August – Seminar on "Creative Thinking & Blog Writing Skills"

The Internet is arguably the most popular means of communicating in today's generation. However, many people remain unaware of the risks of disclosing personal data online in blogs or chatrooms. The PCPD organized a public seminar and invited renowned writer Mr. Ong Yi Hing and DJ Mr. Francis Mak to speak to young people on the need to exercise caution when communicating online.

著名作家王貽興先生（左面相片）及電台主持麥潤壽先生（右面相片左）在香港中央圖書館與超過200名年青人分享網誌寫作心得，並暢論保障網上私隱的看法。

Renowned writer Mr. Ong Yi Hing (left photo) and DJ Mr. Francis Mak (left of right photo) shared their views on online privacy protection and creative blog writing with over 200 young people at the Hong Kong Central Library.

講座後，公署舉行了一場以「網上世界是沒有私隱保障的」為題的辯論比賽。香港青年協會（正方）及香港女童軍總會（反方）的代表充分發揮了他們的思辯能力，表現出色。最後由香港青年協會勝出。

An interesting debate on the topic of "There is no privacy protection in the cyber world" was organized with teams from the Hong Kong Federation of Youth Groups (affirmative side) and the Hong Kong Girl Guides Association (oppositive side). Speakers from both teams performed well with the Hong Kong Federation of Youth Groups emerging as the winners.

（左至右）香港青年協會代表、麥潤壽先生、私隱專員吳斌先生、王貽興先生、香港女童軍總會代表，及副私隱專員關綺薇女士。
(from left to right), HKFYG representatives, Mr. Francis Mak, the Commissioner Mr. Roderick Woo, Mr. Ong Yi Hing, HKGGA representatives and Deputy Privacy Commissioner Mrs. Bonnie Smith.

8月30日 — 保障資料主任聯會會員出席澳門一個公開論壇

保障資料主任聯會會員到澳門出席一個由澳門消費者委員會舉辦的公開論壇，與商界代表交流有關私隱方面的有效行事方式。

30 August – Members of the Data Protection Officers' Club attended a public forum in Macao

Members of the Data Protection Officers' Club had the opportunity to meet and exchange views on effective privacy practices with business representatives in Macao at a public forum organized by the Macao Consumer Council.

（左至右）香港消費者委員會總幹事劉燕卿小姐、澳門消費者委員會執委會主席何思謙先生，及個人資料私隱專員公署機構傳訊經理龍雪影小姐出席澳門的私隱論壇。
(from left to right) Ms. Connie Lau, Chief Executive of the Hong Kong Consumer Council, Mr. Alexandre Ho, President of Executive Committee of the Macao Consumer Council, and Ms. Shirley Lung, Corporate Communications Manager of the PCPD, at a privacy forum in Macao.

8月31日—「論私隱 你有份」寫作比賽頒獎典禮

「私隱關注運動2007」的重頭戲是一個為中學生而設的國際寫作比賽。題目是「論私隱 你有份」。

港澳區的參賽者最為踴躍，共有244份參賽作品。香港區的參賽者楊娟（寶血女子中學）以「寶盒」比喻私隱是盒中非常重要的東西，奪得港澳區的冠軍。她亦同時奪得國際獎項的亞軍。

31 August – Prize Presentation Ceremony of "Privacy is your business" Writing Competition

The highlight of PAW 2007 was an international writing competition for secondary students. The topic was "Privacy is your business". The competition received an overwhelming response from students in Hong Kong and Macao. Of the 244 entries, the top prize for Hong Kong and Macao went to Precious Blood Secondary School's Yeung Kuen, who likened privacy to something to be cherished in a treasure box. She was also second place in the international part of the competition.

私隱專員吳斌先生(右五)、副私隱專員關綺薇女士(右三)、澳門消費者委員會執委會主席何思謙先生(左五)，及「論私隱 你有份」寫作比賽得獎者。
The Commissioner Mr. Roderick Woo, (5th from right), Deputy Privacy Commissioner Mrs. Bonnie Smith (3rd from right), Mr. Alexandre Ho, President of Executive Committee of the Macao Consumer Council (5th from left), and winners of the " Privacy is your business" Writing Competition.

9月1日 — 副個人資料私隱專員與年青人對話

副個人資料私隱專員關綺薇女士應邀出席電台節目，向年青人傳遞保障個人資料私隱的訊息。

1 September – Deputy Privacy Commissioner for Personal Data held a dialogue session with young people

To wrap up PAW 2007, Deputy Privacy Commissioner Mrs. Bonnie Smith spoke to young people on a radio programme about personal data privacy.

副私隱專員關綺薇女士(前排右二)、節目主持人，及其他年青人攝於香港電台。
Deputy Privacy Commissioner Mrs. Bonnie Smith (2nd from right, first row), programme hosts and other young people at Radio Television Hong Kong.

傳媒

公署經常與傳媒保持密切關係，以發布私隱方面的訊息。在過去一年，公署舉行了4次記者會，發出了30篇新聞稿，並就熱門的私隱議題安排傳媒採訪。

面對影響個人資料的社會問題，公署一直積極透過傳媒向公眾傳達其政策。公署堅信公眾接收充足資訊，會較為關注私隱議題，並有能力為保障其個人資料私隱而作出決定及選擇。

以下是年內一些被傳媒廣泛報導的熱門私隱議題：

- 政府部門及私營機構在互聯網上洩漏資料
- 檢討《個人資料（私隱）條例》
- 資料使用者收集指紋資料
- 設立兒童性侵害犯罪者名冊
- 違反《個人資料（私隱）條例》直接促銷的規定被定罪的案件
- 網上流傳不雅照片
- 遺失載有個人資料的USB記憶體

Media

The PCPD has maintained a regular and close relationship with the media. Over the year, the PCPD organized four news briefings, issued 30 press releases and gave media interviews on various privacy issues. The PCPD has also been proactive in working with the media to get its message across to the community. The PCPD firmly believes that an informed public is more likely to be a privacy-aware public and protect their personal data privacy. Some of the privacy-related issues that were widely reported by the media over the year include:

- Online data leaks by government departments and private organizations
- Review of the Personal Data (Privacy) Ordinance
- Collection of fingerprint data by data users
- Establishment of a child-sex offender registrar
- Conviction of breaching the Personal Data (Privacy) Ordinance for direct marketing purposes
- Online circulation of nude photographs
- Loss of USB flash drives containing personal data

私隱專員吳斌先生就各項私隱議題向傳媒發表意見。
The Commissioner Mr. Roderick Woo spoke on various privacy issues to the media.

公署網頁

公署的網頁（www.pcpd.org.hk）是獲取資訊及意見的主要途徑。在年報期內，網頁共錄得325,713次瀏覽人次，平均每月接近28,000次。

網頁最多人瀏覽的部分是「個案簡述」（143,313次）及「個人資料（私隱）條例」（60,364次）。最多人下載的部分是「實務守則及指引」（27,586次）及查閱資料要求表格（8,291次）。公署的網頁是公眾查閱公署資訊及刊物的便捷途徑。

刊物

為了讓資料使用者及資料當事人深入了解條例的要求，及他們的私隱權利，公署於年報期內出版了不同刊物。

公署出版了一份指引，名為《個人資料私隱：收集指紋資料指引》。這份指引詳細闡述機構在考慮收集指紋資料時，應如何按部就班，採取良好的行事方式來進行，當中包括私隱風險評估、減輕對私隱不利影響的措施、提供私隱侵犯程度較低的選擇、保障措施、私隱政策及程序、監控措施、私隱循規評估及檢討等。

私隱專員發表了一份調查報告（報告編號：R07-6168），公布主動調查一間信貸公司在推廣活動中向公眾過度收集個人資料的結果。

此外，公署出版了兩份通訊，向讀者報告有關私隱的最新消息及個案。

Website

PCPD's official website, www.pcpd.org.hk, continues to be a critical source of information and advice. During the reporting period, the site received 325,713 visits, an average of almost 28,000 visits each month. Sections that recorded the most frequent hits included "Case Notes" (143,313 views) and "The Personal Data (Privacy) Ordinance" (60,364 views). The file that was downloaded the most was Codes of Practice and guidelines (27,586 downloads), and Data Access Request Form (8,291 downloads). The relatively high traffic the website received shows it is a convenient platform for the public to obtain PCPD information and publications.

Publications

To help people better understand the requirements of the Ordinance and their privacy rights, the PCPD released various publications durin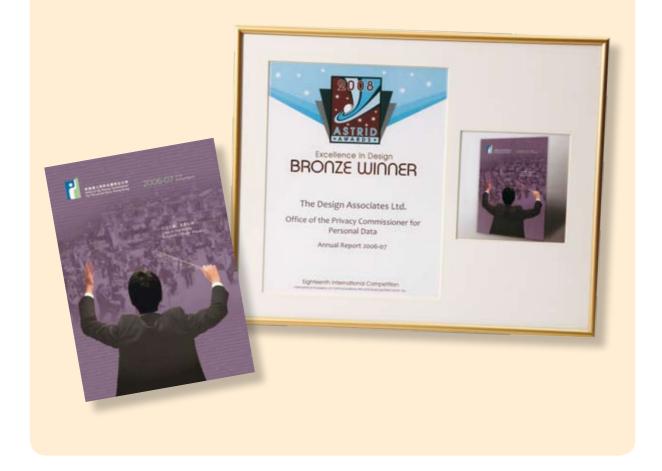g the reporting period. A guidance note, "Personal Data Privacy: Guidance on Collection of Fingerprint Data" was published detailing practices that should be followed when organizations want to collect fingerprint data. These include privacy risk assessment, measures to mitigate any adverse privacy impact, less privacy-intrusive alternatives, protective measures, privacy policies and procedures, control measures and privacy compliance assessment and review.

The Commissioner published a report (Report Number: R07-6168) on a self-initiated investigation into a credit company that collected excessive personal data from the public in a promotional activity. In addition, the PCPD released two newsletters with privacy news.

個人資料私隱專員公署 2006-07 年年報
The PCPD 2006-07 Annual Report

個人資料私隱專員公署2006-07年度年報榮獲第18屆國際Astrid Awards「年報 — 整體表現 — 非牟利機構 — 傳統形式」組別的銅獎。

Astrid Awards的宗旨是表揚設計傳訊方面的出色表現,參賽作品來自世界各地。由國際設計專才擔任的評判團,根據作品的設計意念、表達手法及製作質素進行評審。

The PCPD 2006-07 Annual Report has won the Bronze Prize of the 18th International Astrid Awards under the category of Annual Reports – Overall Presentation – Non-Profit – Traditional Format.

With entries from around the world, the Astrid Awards aims to honor outstanding achievement in design communications. Entries are judged by international panels of design professionals on the basis of concept creativity, clarity and production quality.

研討會及展覽

私隱專員及公署職員參與了多個本地及國際有關個人資料私隱問題的研討會。重點之一是向年青人和求職者宣傳保障個人資料私隱。為了推廣這方面的訊息及政策，公署參加了「香港書展2007」及「教育及職業博覽2008」。

Conferences and Exhibitions

The Commissioner and his staff 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 Hong Kong Book Fair 2007 and Education and Careers Expo 2008.

私隱專員吳斌先生於2007年6月25至27日出席在澳洲開恩茲舉行的亞太區經濟合作組織第三次資深官員會議及相關會議（電子商貿督導小組資料私隱研討會及電子商貿督導小組資料私隱分組會議）。
The Commissioner Mr. Roderick Woo attended the APEC SOM III and Related Meeting (ECSG Data Privacy Seminar & ECSG Data Privacy Subgroup Meeting) in Cairns, Australia on 25-27 June 2007.

私隱專員吳斌先生於2007年5月4日在香港工程師學會資訊科技分部周年研討會上演講。
The Commissioner Mr. Roderick Woo delivered a talk at the Hong Kong Institute of Engineers, Information Technology Division Annual Conference on 4 May 2007.

公署於2007年7月及2008年2月分別參加了「香港書展2007」及「教育及職業博覽2008」。
Staff of the PCPD participated in the Hong Kong Book Fair 2007 and Education and Careers Expo 2008, held in July 2007 and February 2008 respectively.

推廣私隱循規
Promoting Compliance

保障資料主任聯會

為了讓資料使用者在處理個人資料時更能掌握條例的應用，公署繼續對保障資料主任聯會（下稱「聯會」）給予積極的支持。聯會成立九年，為公私營機構的保障資料主任提供一個途徑，讓他們了解個人資料私隱的最新發展及條例在現實生活中的應用。此外，聯會亦擔當溝通橋樑，讓會員可以分享在遵守條例，確保私隱循規方面的工作經驗。

目前，聯會擁有超過270名來自不同行業的會員。為了鼓勵更多人士參與，聯會歡迎會員邀請其同事或朋友出席聯會的聚會。此舉可以擴大會員網絡及推廣聯會的活動。

Data Protection Officers' Club (DPOC)

The PCPD continued to participate in the Data Protection Officers' Club ("the DPOC"), which is in its ninth year of operation. The DPOC provides an opportunity for data protection officers from both the public and private sector to keep up to date about developments in personal data privacy and the application of the Ordinance. The DPOC also acts as a forum where members can share their views and experience. There are currently over 270 DPOC members from various sectors. Members were encouraged to bring along their colleagues or friends to meetings to help grow the DPOC.

以下是聯會在過去一年的部分活動摘要：

2007年11月1日，聯會會員參觀國泰航空公司。國泰職員向會員詳細講解其保障資料措施及網上培訓課程。會員亦有難得的機會，參觀飛行訓練中心及機艙服務員訓練學校。會員在此行體驗到國泰如何以創新及有趣的手法把保障個人資料的訊息融入工作之中。

Some of the DPOC activities organized over the year included:

A familiarization visit to Cathay Pacific Airways Ltd was organized on 1 November, 2007. DPOC members learned about the airline's data protection practices and online training module in a presentation by Cathay Pacific Airways staff. Members also toured the Flight Training Centre and the Cabin Crew Safety Training School. The visit was informative and interesting and members could promote personal data protection among staff.

2008年1月25日，超過80名會員出席全體會員會議。

On 25 January, 2008, over 80 members attended the DPOC plenary meeting. The theme of the meeting was "The best way of handling data access request". At the meeting, the Commissioner,

會議後的午餐聚會讓會員在輕鬆的氣氛下分享經驗。
A luncheon was arranged after the meeting to allow members to share their experience in a relaxed environment.

會議的主題是「處理查閱資料要求的最佳方法」。私隱專員及公署職員在會上講解最新修訂的查閱資料要求表格,並與會員分析以往有關查閱資料要求的個案。

Mr. Roderick Woo, and PCPD staff spoke about the recently amended Data Access Request Form and discussed cases of data access requests with members. A luncheon was arranged after the meeting where members could share their experiences.

公署職員向聯會會員講解如何處理查閱資料要求。
The PCPD staff explained to DPOC members how to handle Data Access Request.

為加深會員了解條例在人力資源管理及查閱資料要求方面的應用,公署於2007年10月和11月舉辦了「人力資源管理實務守則」及「如何處理查閱資料要求」工作坊。

On the application of the Ordinance in human resource management and data access requests, two series of privacy workshops, "Code of Practice on Human Resource Management" and "How to handle Data Access Request", were held in October and November 2007.

2007年10月和11月舉辦了「人力資源管理實務守則」及「如何處理查閱資料要求」工作坊。
Two series of privacy workshops entitled "Code of Practice on Human Resource Management" and "How to handle Data Access Request" were held in October and November 2007.

此外,在「私隱關注運動2007」舉行期間,聯會安排了兩項只限會員參與的活動,分別是2007年8月27日舉行的「保障網上個人資料」研討會及8月30日訪問澳門消費者委員會,詳情請參閱第104及106頁。

An exclusive seminar on protection of online personal data was also arranged for members on 27 August, 2007 as well as a familiarization visit to the Macau Consumer Council on 30 August 2007. For details, please refer to p.104 and p.106.

講座
（公開講座、機構講座、為特定團體而設的講座）

在過去一年，公署為負責處理個人資料的人士、機構資料使用者、法律學者及專業人士舉辦有關私隱循規的培訓講座。

公私營機構均渴望得悉資料私隱方面的最新發展。在2007至2008年度，公署定期為市民舉辦了12次免費簡介講座，向市民講解條例的主要規定。私隱專員及公署職員亦曾進行67次演講，推動商業機構、專業團體及社會大眾遵從條例的規定。

曾參與公署舉辦的講座及培訓的機構名單載列於第152頁。

Seminars
(Open seminars, in-house seminars, seminars for specific groups)

Training seminars were held throughout the year on local compliance requirements. Interest was keen from both the public and private sectors. In 2007-2008, the PCPD staged 12 free public introductory seminars on the requirements of the Ordinance. The Commissioner and his staff also had 67 speaking engagements.

*A list of organizations for which the PCPD had conducted seminars and training sessions is included on p.152.

私隱專員吳斌先生及公署職員出席講座，向各界人士講解條例的規定。
The Commissioner Mr. Roderick Woo and the PCPD staff attended seminars to explain the requirements of the Ordinance to all classes.

保障資料主任聯會會員的話
Message from a member of Data Protection Officers' Club

「我們在2002年加入公署的保障資料主任聯會,因為作為香港的負責任機構,我們明白員工和顧客對我們如何處理及小心保護其個人資料抱著極高的期望。聯會除了提供有關個人資料私隱議題的第一手資料之外,亦提供一個有效的平台,讓各行各業的保障資料主任交換意見,分享經驗。當聯會在2006年邀請在我們新力的辦事處與其他會員舉行聚會時,我們欣然接受,那次實在是難忘的經驗。

新力集團在2000年實施了個人資料管理的全球基本原則。不久,新力香港亦成立了個人資料管理委員會,推行個人資料管理政策,確保有效遵從《個人資料(私隱)條例》的規定。

我很高興能夠參與聯會的活動,我極力推薦香港的僱主及企業東主成為聯會的會員。」

We joined the PCPD's Data Protection Officers' Club in 2002 because as a responsible corporate citizen in Hong Kong, we recognize the high expectation of both our employees and customers about how we treat their personal data and protect them with the utmost care. Apart from giving its members first-hand information on personal data privacy issues, the Club also provides an effective platform for exchanging views and sharing experiences with other data protection officers from different sectors. When the Club invited us to hold a meeting with other club members at our office in 2006, we gladly accepted and the experience was tremendous for Sony Hong Kong.

Sony Group implemented its Global Basic Principles in Personal Information Management (PIM) in 2000 and soon thereafter Sony Hong Kong also set up its PIM Office for implementation of the PIM policy to ensure effective compliance of the Personal Data (Privacy) Ordinance.

I'm delighted and would highly recommend employers and business owners in Hong Kong to become members of the Club.

黃莉瑩
法務及知識產權本部經理
新力(香港)有限公司

Candy L.Y. WONG
Division Manager
Legal, Compliance & IP Division
Sony Corporation of Hong Kong Ltd.

調查：青少年在網上公開個人資料的情況及看法
Survey : Attitudes of Young People Towards Disclosure of Personal Data on the Internet

私隱專員吳斌先生（左），及城市大學優質評估研究中心商務行政主任洪佩琪小姐於2007年8月26日公布「青少年在網上公開個人資料的情況及看法」意見調查的結果。

The Commissioner Mr. Roderick Woo (left) and Miss Adelaide Hung, Business Administrative Officer, Quality Evaluation Centre, City University of Hong Kong announced the survey results of "Attitudes of Young People towards Disclosure of Personal Data on the Internet" on 26 August 2007.

為了深入探討青少年在使用網誌（Blog）及社交網站（Social Networking Website）的情況，特別是他們對網上公開個人資料的看法，公署特地委託了香港城市大學優質評估研究中心進行了一項「青少年在網上公開個人資料的情況及看法」意見調查。調查在2007年7月16至26日期間進行，用電話成功訪問了全港500名年齡介乎12–24歲的青少年，回覆率為69.9%。

調查分三個層面進行：第一，青少年使用網誌／個人網頁及社交網站的情況；第二，青少年公開個人資料的的情況；第三，青少年對網上公開個人資料的看法。

青少年使用網誌／個人網頁的情況
調查顯示，超過半數（51.0%）的受訪青年曾經撰寫網誌或個人網頁，但只有13%的受訪青年曾經使用社交網站。

曾經撰寫網誌／個人網頁的受訪青年主要是為了記下日常事情（29.8%）及與人分享感受（29.8%）。當中大部分受訪青年每星期寫網誌／個人網頁1-3次（34.5%），每次少過1小時（83.1%）。超過半數

To better understand the use of blogs and social networking websites by young people, especially their views on the disclosure of personal data on the Internet, the PCPD commissioned the Quality Evaluation Centre of City University of Hong Kong to conduct a survey on "Attitudes of Young People towards Disclosure of Personal Data on the Internet". From 16 to 26 July 2007, 500 people aged between 12 and 24 in Hong Kong were interviewed. The response rate was 69.9%.

The survey was divided into 3 parts: i) the use of blogs or personal webpages and social networking websites; ii) disclosure of personal data on the Internet; and iii) views on the disclosure of personal data on the Internet.

The Use of Blogs/Personal Webpages
The survey showed that over one-half of the respondents (51.0%) had written blogs or personal webpages, but only 13% had used social networking websites. The main purpose for having blogs/personal webpages was to record daily happenings (29.8%) and share their feeling with others (29.8%). On average, respondents wrote blogs/personal webpages 1-3 times a week (34.5%) and spent less than 1 hour each time (83.1%). Over one-half (55.3% or 141 respondents) had posted their real personal data on blogs or personal webpages, including photos or videos (83.7%), age or

（55.3%，141人）曾經將自己的真實個人資料放在網誌或個人網頁上，當中包括相片或短片(83.7%)、年齡或出生日期(73.8%)、真實姓名(49.6%)、學校名稱(34.8%)及電話號碼(9.9%)。

調查發現在這141個曾經將真實個人資料放在網誌或個人網頁上的受訪青年中，四分之一(25.5%)曾經因此而被陌生人聯絡，當中只有少於一成(8.3%)曾經相約陌生人見面。

青少年使用社交網站的情況
曾使用社交網站的受訪青年，主要想藉此認識新朋友(33.8%)或與親友保持聯絡(23.1%)。當中24.6%每天都使用社交網站；每星期1-3次的佔23.1%，每星期4-6次的則佔12.3%；每次多數少於1小時(63.1%)。此外，近三成(29.2%)使用社交網站的受訪青年曾經將自己的真實個人資料上載在社交網站，當中包括年齡或出生日期(94.7%)、相片或短片(73.7%)、真實姓名(63.2%)、學校名稱(47.4%)、電話號碼(10.5%)及身份證號碼(10.5%)。

調查發現使用社交網站的受訪青年中，超過四分之三(76.9%)意識到他們放在社交網站中的個人資料檔案有可能被其他人看到，不過只有少於四成(36.9%)的青少年有限制其他人看自己放在社交網站中的個人資料檔案。

青少年網上公開個人資料的整體情況
調查顯示，大部分受訪青年都會將自己的相片或短片（網誌／個人網頁：83.7%：社交網站：73.7%）及年齡或出生日期（網誌／個人網頁：73.8%；社交網站：94.7%）放在網誌／個人網頁或社交網站上；但卻不會把自己的身份證號碼放在網誌或個人網頁(99.3%)及社交網站

date of birth (73.8%), real name (49.6%), school name (34.8%) and telephone number (9.9%).

In the survey, 141 people had posted their real names on blogs or personal webpages and 25.5% of them had been approached by strangers. Only 8.3% of them met with strangers.

The Use of Social Networking Websites
Respondents used social networking websites mainly to meet new friends (33.8%) or to keep in touch with relatives and friends (23.1%). Almost one-quarter (24.6%) used social networking websites everyday while 23.1% used the websites between 1-3 times a week and 12.3% used them 4-6 times a week. Some 63.1% of the respondents spent less than 1 hour each time. Also, 29.2% of the respondents who used social networking websites had posted their real data, including their age or date of birth (94.7%), photos or videos (73.7%), real name (63.2%), school name (47.4%), telephone number (10.5%) and ID card number (10.5%).

The survey findings indicated that 76.9% of the respondents who used social networking websites were aware that their profiles might be accessed by others. But only 36.9% of them restricted others' from looking at their profiles.

Disclosure of Personal Data on the Internet
According to the survey, most of the respondents posted their photos or videos (blogs/personal webpages: 83.7%; social networking websites: 73.7%) and age or date of birth (blogs/personal webpages: 73.8%; social networking websites: 94.7%) online. But ID card numbers (blogs/personal webpages: 99.3%; social networking websites: 84.2%) and telephone numbers (blogs/personal webpages: 89.4%; social networking websites: 84.2%)

（84.2%）上，亦不會在網上公開自己的電話號碼（網誌／個人網頁：89.4%；社交網站：84.2%）。

大部分受訪青年認為，不應該把身份證號碼（網誌／個人網頁：64.3%；社交網站：56.9%）、電話號碼（網誌／個人網頁：64.3%；社交網站：50.8%）、住址（網誌／個人網頁：47.1%；社交網站：46.2%）及真實姓名（網誌／個人網頁：32.5%；社交網站：32.3%）放在網誌／個人網頁或社交網站上。

超過半數的受訪青年（57.2%）介意自己的相片及短片被上載於網上任人觀看。超過三成（31.4%）的受訪青年表示自己的朋友曾經試過未經他們的同意便將他們的相片或短片放上網。接近六成（57.8%）表示會為此覺得不開心，他們覺得不開心的主要原因是「感到自己不受尊重」（48.1%）及「感到自己的私隱被侵犯」（41.2%）。

大部分（75%）受訪青年會先獲取朋友的同意，才將朋友的相片及短片放上網。只有少數受訪青年曾經將朋友的個人資料上載在網誌／個人網頁（15.3%）或社交網站（9.2%）。

調查亦顯示，大部分受訪青年沒有告訴父母或監護人他們有自己的網誌／個人網頁（57.6%）或使用社交網站（66.2%）。

另外，調查顯示持有較高學歷及年齡較大的受訪青年會較樂意在網誌或個人網頁及社交網站上公開自己的相片及短片。

were not disclosed. Most of the respondents believed ID card numbers (blogs or personal webpages: 64.3%; social networking websites: 56.9%), telephone numbers (blogs or personal webpages: 64.3%; social networking websites: 50.8%), addresses (blogs or personal webpages: 47.1%; social networking websites: 46.2%) and real names (blogs or personal webpages: 32.5%; social networking websites: 32.3%) should not be posted on blogs/personal webpages or social networking websites.

Over one-half of the respondents (57.2%) did not like their photos and videos being uploaded for public viewing while 31.4% said their friends had posted their photos or videos on the Internet without their consent. Also, 57.8% were unhappy because they felt they were not respected (48.1%) and their privacy was violated (41.2%).

But most of the respondents (75%) would seek their friends' consent before posting their photos and videos online. Only a small number of them had posted their friends' personal data on blogs/personal webpages (15.3%) or social networking websites (9.2%).

Most of the respondents did not tell their parents they had their own blogs/personal webpages (57.6%) or used social networking websites (66.2%). Older respondents or those with higher education were more willing to post their photos and videos in blogs or personal webpage and social networking websites.

青少年對網上公開個人資料的看法

超過六成（62%）的受訪青年擔心在網上公開個人資料會產生私隱問題，當中主要是「怕自己的個人資料會被盜用」（59.7%）、「怕被陌生人聯絡」（21.6%）、「怕引致金錢損失」（7.4%）。

76.8%的受訪青年同意「當我將我的個人資料放上網時，我會擔心這些資料會被盜用」。但是，只有約半數（48%）的受訪青年採用網上保安措施來保障自己的個人資料。最常被採取的網上保安措施，包括「定期更改密碼」（46.7%）、「不隨便透露自己的真實身份」（14.6%）及「只限認識自己的人方可看到你的個人資料」（13.8%）。

另外，調查亦發現，沒有寫網誌或個人網頁的受訪青年，會較有寫網誌或個人網頁的受訪青年擔心在網上公開個人資料會引起私隱問題，亦較擔心在網上公開的個人資料會被盜用。而沒有將自己真實個人資料放在網誌／個人網頁或社交網站的受訪青年，亦較有將自己真實個人資料放在網誌／個人網頁或社交網站的受訪青年關注私隱問題。

總的來說，調查反映年青人是關注網上的個人資料私隱保安問題的。公署日後會制定適當的教育及推廣策略，提高他們在這方面的了解。

Views of the Young People on Disclosure of Personal Data on the Internet

About 62% of the respondents worried that disclosing personal data on the Internet would result in privacy issues. The key concerns were "my personal data will be misused" (59.7%), "approached by strangers" (21.6%) and "financial losses" (7.4%). More than three-quarters of the respondents (76.8%) agreed that "When I post my personal data on the Internet, I worry that the data will be misused". But only 48% adopted online security measures to safeguard their personal data. Common measures included "change my password regularly" (46.7%), "do not disclose my real identity rashly" (14.6%) and "only those who know me are allowed to see my personal data" (13.8%).

Respondents who did not write blogs or personal webpages were more concerned about the disclosure and misuse of personal data on the Internet. Likewise, respondents who did not post their real personal data on blogs/personal webpages or social networking websites were more concerned about privacy issues.

The survey revealed that young people rather concern themselves with personal data privacy on the Internet. The PCPD will formulate appropriate education and promotion strategies to enhance their understanding in this aspect.