



傳達保障個人 資料私隱訊息

SPREAD THE MESSAGE OF
PERSONAL DATA PRIVACY

A hand is shown from the bottom left, holding a large quantity of dried, curled paper strips. The strips are light brown and have a complex, interlocking, spiral-like structure. The background is a solid, vibrant teal color. The lighting is soft, highlighting the texture of the paper.

COMMUNICATING PRIVACY
TO THE COMMUNITY
推廣工作

推廣工作

Communicating Privacy To The Community

公署的其中一項法定職能，是促進各界對條文的認識和理解，以及遵守條例的規定。為此，公署舉辦了不同類型的推廣及教育活動，讓資料當事人明白自己的權利、資料使用者理解自己的責任。

Promoting the awareness and understanding of the provisions of the Ordinance, as well as the need to comply with them, is a statutory function of the PCPD. Efforts to ensure that data users understand their responsibilities and data subjects understand their rights under the law has seen the PCPD launch an array of promotional and educational activities that continue to draw interest from a wide audience within the community.

向市民推廣私隱權利

Promoting Privacy Rights Among the General Public

「私隱關注運動2009」

公署繼續與亞太區私隱機構(成員包括澳洲、加拿大、香港、新西蘭及韓國)聯合舉辦「私隱關注運動」。「私隱關注運動」是每年一度在亞太地區舉行的推廣活動，目的是提高區內公眾對保障個人資料私隱的意識。

2009年的「私隱關注運動」於2009年5月3至9日舉行。踏入第三年，今年的重點在提醒年青人保障個人資料私隱的重要，尤其在使用互聯網的時候。

Privacy Awareness Week 2009

The PCPD continued to join hands with the Asia Pacific Privacy Authorities (APPA), the principal forum for privacy authorities of Australia, Canada, Hong Kong, New Zealand and South Korea, in organizing the Privacy Awareness Week (PAW). PAW is an annual promotional event that seeks to raise public awareness in the Asia Pacific region of the need for personal data privacy protection.

The third PAW was held during 3-9 May 2009 and focused on reminding young people of the need to protect their personal data privacy, particularly when using the Internet.



動畫短片

亞太區私隱機構的成員聯合製作了一齣2分鐘的動畫短片「你的私隱很重要，上載前，想清楚！」，提醒網絡用戶(尤其是年青人)在網上上載個人資料時要份外小心。

Short Animation Video

APPA members jointly produced a two-minute animation video “Think Before You Upload” which sought to remind web surfers, particularly young people, to be vigilant when uploading their personal data.



私隱報告

為提醒年青人保障個人資料私隱的重要性，公署邀請了四間中學的學生通過製作「私隱報告」短片來表達對私隱的看法。短片圍繞四個影響個人資料私隱的議題：智能身份證的保安措施、在社交網絡公開個人資料的風險、在公眾地方安裝閉路電視以及網絡保安。

Privacy Reports

To draw the attention of young people to the importance of personal data privacy, the PCPD invited representative groups of students from four secondary schools to produce short videos in which they would express their perception about privacy. The videos featured different topics relating to the issue of personal data privacy – security measures relating to smart identity cards, privacy risks arising from social networking websites, the installation of CCTV in public areas and IT security. The project offered the opportunity for the students to broaden their horizon and expose themselves to many privacy experts. PCPD also organized two workshops, one on the protection of personal data privacy and the other on news reporting, for the participating students.



亞洲電視新聞記者胡燕泳小姐及嚴劍豪先生，向參加「私隱報告」的同學傳授新聞採訪技巧。

Asia Television reporters Ms. Ruby Woo and Mr. Wayne Yim were invited to speak to the participating students on news reporting skills.

參加這項活動的學生除了可以參加講座學習如何保障個人資料私隱外，更可藉此機會拓闊視野，例如參加由亞洲電視記者親授新聞採訪技巧的工作坊，以及訪問各界人士包括私隱專家及議員。

The students interviewed relevant government officials, legislators and experts in order to gather more in-depth information on their respective topics. They then analyzed, evaluated, constructed and expressed their views in the videos.



香港華仁書院學生就智能身份證的保安措施訪問入境事務處助理首席入境事務主任駱偉民先生。

Wah Yan College Hong Kong interviewed Mr. Lok Wai Man, Assistant Principal Immigration Officer on Security Measures of Smart Identity Card



寶寬中學學生就「在社交網絡公開個人資料的風險」訪問亞洲電視記者胡燕泳小姐及嚴劍豪先生。

Po Kok Secondary School interviewed ATV reporters Ms. Ruby Woo and Mr. Wayne Yim on Disclosure of Personal Data in Social Networking



慈幼英文學校(中學部)學生就網絡保安的問題，分別訪問香港大學資訊保安及密碼研究中心副主任鄧錦沛博士(上面相片)，及香港電腦保安事故協調中心經理古煒德先生(下面相片)。

Salesian English School interviewed Ir. Dr. K.P. Chow (upper photo), Centre Associate Director of Centre for Information Security and Cryptography, University of Hong Kong, and Mr. Roy Ko (lower photo), Manager, Hong Kong Computer Emergency Response Team Coordination Centre on IT Security



中華基督教會桂華山中學學生訪問立法會議員涂謹申先生，了解他對於在公眾地點安裝閉路電視的意見。

C.C.C. Kwei Wah Shan College interviewed Mr. James To, Legislative Councillor, on the Installation of CCTV in Public Places



寶寬中學學生，訪問立法會議員譚偉豪博士，及著名作家王貽興先生，了解他們對於在社交網絡公開個人資料的意見。

Po Kok Secondary School interviewed Dr. Samson Tam, Legislative Councillor, and renowned writer Mr. Ong Yi Hing on the disclosure of Personal Data in Social Networking

為醫療從業員舉辦「關懷病人 保障個人資料」私隱活動

“Care for Patients – Protect their Personal Data” Privacy Campaign for Medical Practitioners

醫療資料包括病人的個人詳情及全部醫療記錄，屬於高度敏感資料。為保障病人的基本私隱權，公署與醫院管理局聯合舉辦「關懷病人 保障個人資料」教育活動，目的是提高醫管局員工在日常工作中對保障病人私隱的意識，並教導他們如何採取適當措施，小心處理病人資料。這是公署第三次為特定行業舉辦的保障私隱活動。這次，為了配合醫護人員多元化的工作，公署特地為醫管局員工設計及提供適當的培訓活動，包括講座、「私隱資訊站」、展板、宣傳冊、遊戲及小測驗。



醫院管理局
HOSPITAL
AUTHORITY

Medical data, which may include patients' personal particulars and their full medical history, is regarded as highly sensitive information. In order to promote the protection of patients' fundamental rights to privacy, an industry-wide educational campaign, "Care for Patients – Protect their Personal Data", was jointly organized by the PCPD and the Hospital Authority (HA). The ultimate goal of the campaign, which was the PCPD's third industry-specific privacy campaign, was to raise HA staff members' awareness of privacy risks in their everyday work and to help them adopt precautionary measures to protect patients' data. To meet the diversified training needs of all HA staff members, the PCPD provided an array of educational activities during the campaign including seminars, "Privacy Desk", display panels, pamphlets, games and quizzes.



私隱專員吳斌先生(左)與醫院管理局行政總監蘇利民先生，一同主持「關懷病人 保障個人資料」的開展儀式。
Mr. Roderick Woo, the Commissioner (left) and Mr. Shane Solomon, Chief Executive of HA officiated at the launching ceremony of the "Care for patients – Protect their personal data" campaign.



私隱專員吳斌先生於開展儀式上致辭。
Mr. Roderick Woo, the Commissioner delivered a speech at the launching ceremony.

醫管局員工參與「活動」的講座及參觀「私隱資訊站」。
HA staff members attended seminars and visited "Privacy Desk" of the Campaign.



活動於2009年5月展開，歷時十個月。活動期間，公署在34間公立醫院舉行了49場私隱講座，有近5,000名醫療從業員參加。此外，超過7,448人參觀了多間醫院的「私隱資訊站」及展板。

The campaign kicked off in May 2009 and lasted ten months. Almost 5,000 medical practitioners attended the 49 privacy seminars held at 34 public hospitals during the campaign. At the same time, over 7,448 people visited the PCPD's "Privacy Desk" and display panels at various hospitals.



向參與「關懷病人 保障個人資料」活動的醫管局員工派發的宣傳單張及紀念品。
Promotional leaflets and souvenirs distributed to HA staff members who participated in the campaign of "Care for Patients – Protect their Personal Data".



以下是公署員工曾前往舉講座及活動的所有醫院：

PCPD's staff visited the following hospitals where they delivered talks to staff members:

春磡角慈氏護養院	Cheshire Home, Chung Hom Kok
律敦治醫院	Ruttonjee Hospital
東華東院	Tung Wah Eastern Hospital
葛量洪醫院	Grantham Hospital
東華三院馮堯敬醫院	Tung Wah Group of Hospitals - Fung Yiu King Hospital
香港佛教醫院	Hong Kong Buddhist Hospital
九龍醫院	Kowloon Hospital
靈實醫院	Haven of Hope Hospital
基督教聯合醫院	United Christian Hospital
葵涌醫院	Kwai Chung Hospital
聖母醫院	Our Lady of Maryknoll Hospital
東華三院黃大仙醫院	TWGHs Wong Tai Sin Hospital
雅麗氏何妙齡那打素醫院	Alice Ho Miu Ling Nethersole Hospital
沙田慈氏護養院	Cheshire Home, Shatin
威爾斯親王醫院	Prince of Wales Hospital
青山醫院	Castle Peak Hospital
小欖醫院	Siu Lam Hospital
東區尤德夫人那打素醫院	Pamela Youde Nethersole Eastern Hospital
長洲醫院	St. John Hospital
黃竹坑醫院	Wong Chuk Hang Hospital
瑪麗醫院	Queen Mary Hospital
東華醫院	Tung Wah Hospital
香港眼科醫院	Hong Kong Eye Hospital
伊利沙伯醫院	Queen Elizabeth Hospital
將軍澳醫院	Tseung Kwan O Hospital
明愛醫院	Caritas Medical Centre
廣華醫院	Kwong Wah Hospital
瑪嘉烈醫院	Princess Margaret Hospital
仁濟醫院	Yan Chai Hospital
白普理寧養中心	Bradbury Hospice
北區醫院	North District Hospital
沙田醫院	Shatin Hospital
博愛醫院	Pok Oi Hospital
屯門醫院	Tuen Mun Hospital

公署職員到多間醫院推廣保障個人資料私隱。
Photos of the Campaign taken at different hospitals.

傳媒

在本年報期內，公署接獲502宗傳媒查詢，較去年多百分之四十六。以下是傳媒查詢的一些熱門私隱議題：

- 收集指紋資料
- 校園驗毒試行計劃
- 檢討《個人資料(私隱)條例》
- 網上搜尋他人的個人資料

在本年報期內，公署發出了31篇新聞稿，舉行了四次簡報會及三次記者會。私隱專員及公署職員就多宗事件對個人資料私隱的影響接受了21次傳媒的專訪。

Media

The PCPD received 502 media enquiries during the reporting year, a 46% increase from the previous year. The enquiries concerned a range of privacy-related social issues. Some of the significant issues were:

- Collection of fingerprint data
- Trial Scheme on School Drug Testing
- Review of the Personal Data (Privacy) Ordinance
- Searching for personal data of others on the Internet

During the reporting year, the PCPD issued 31 press releases and organized four press briefings and three press conferences. The Commissioner and PCPD staff had 21 media interviews on various issues that impact on personal data privacy.

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。

The Commissioner Mr. Roderick Woo took opportunities to express his views on different personal data privacy related issues to the general public in various media interviews.



公署網頁

公署在網頁(www.pcpd.org.hk)上傳遞保障私隱的訊息。在本年報期內，網頁共錄得476,249次瀏覽人次，平均每月接近39,687次。

網頁最多人瀏覽的部分是「個案簡述」(240,006次)及「個人資料(私隱)條例」(382,587次)。最多人下載的部分是「實務守則及指引」(101,424次)及查閱資料要求表格(18,919次)。公署的網頁是公眾查閱公署資訊及刊物的便捷途徑。

Website

The PCPD continued to disseminate privacy protection messages on its website www.pcpd.org.hk. During the reporting period, the site received 476,249 visits, an average of almost 39,687 visits each month.

Sections that web users visited most frequently were “Case Notes” (240,006 views) and “The Personal Data (Privacy) Ordinance” (382,587 views). The most popular files downloaded by web users were Codes of Practice and Guidelines (101,424 downloads) and Data Access Request Form (18,919 downloads). The high web traffic shows that the PCPD website is a convenient platform for the public to access the PCPD’s information and publications.

刊物

通訊

年內，公署出版了一份通訊，報導在保障個人資料私隱方面的最新資訊、發展及活動。

Publications

Newsletter

The PCPD published one issue of its newsletter during the year to disseminate the latest news, developments and activities within its privacy regime.



個人資料私隱專員公署2008-09年度年報

公署2008-09年度年報在第23屆國際Mercury Awards「政府機構及辦事處—整體表現」中榮獲銀獎。公署一向重視問責性及透明度，並及時向公眾報告其工作。為此，公署致力以不同的設計意念，製作一本清晰易讀的年報，向公眾匯報其財務報表、重要投訴個案、法律觀點、推廣活動等工作成果。

PCPD 2008-09 Annual Report

The PCPD 2008-09 Annual Report won the Silver Prize of the 23rd International Mercury Awards under the category of “Government Organizations and Offices – Overall Presentation”. Recognizing the importance of accountability, transparency and the need to report its work to the public, the PCPD endeavors to publish a clear, easy-to-read and well-designed annual report providing comprehensive insight into the PCPD’s financial statements, information on important complaint cases, legal views and promotional activities.



《個人資料好重要 保障私隱不可少》— 求職篇

公署印製了海報及單張，提醒求職者，尤其是年輕求職者謹慎處理個人資料，不要把個人資料交給刊登「匿名」招聘廣告的機構。

Personal Data is Essential – Protect Your Privacy – Job Seeking

The PCPD published a poster and leaflet to remind job seekers, particularly those who are young, to be prudent in handling their personal data and to refrain from giving their personal data to anonymous advertisers.



向資料使用者推廣私隱循規 Promoting Compliance Among Data Users



保障資料主任聯會

保障資料主任聯會(「聯會」)於2000年由公署成立，讓保障資料主任能夠得悉有關條例實施的各項議題。聯會更重要的作用是提供一個途徑讓會員分享有關私隱的良好行事方式，以及加強與公署的溝通。

聯會成立11年，擁有超過360名來自公私營機構的會員，包括私隱、循規、法律事務、規管、執法及客戶關係等範疇。在本年報期內，公署為聯會會員舉辦了不同類型的活動，提高他們對資料保障的認識。

全體會員會議

在2009年5月5日，超過120名聯會會員出席了本年度第一次全體會員會議。公署邀請了澳門特別行政區政府個人資料保護辦公室主任陳海帆女士講解《個人資料保護法》。此外，公署職員向會員講解公署最新發表的調查報告及行政上訴委員會的裁決，讓他們從中學習條例的詮釋及應用。

公署職員向聯會會員講解公署發表的調查報告及行政上訴委員會的裁決。

PCPD staff briefed DPOC members on the PCPD investigation reports and decisions of the Administrative Appeals Board.



Data Protection Officers' Club (DPOC)

Established by the PCPD in 2000, the Data Protection Officers' Club (DPOC) provides members with a platform for networking and the exchange of ideas relating to good privacy practices. As a collective body, the DPOC provides members with an enhanced forum for interaction with the PCPD, thereby enabling them to receive first-hand information about issues relating to the implementation of the Ordinance.

In its 11th membership year, the DPOC has successfully recruited over 360 members. DPOC members include those working in the privacy, compliance, legal affairs, regulatory, law enforcement and customer relations areas within both the public and private sectors in Hong Kong. During the reporting year, various kinds of activities were organized for DPOC members to enhance their knowledge of data protection.

Plenary Meeting

The first plenary meeting held on 5 May was well attended by over 120 members. Ms Sonia Chan, Coordinator of the Office of Personal Data Protection, Government of Macao Special Administrative Region, was invited to speak on the "Personal Data Protection Act". Members were briefed on the latest PCPD investigation reports and decisions of the Administrative Appeals Board, and were able to gain valuable insight into the interpretation and application of Ordinance.



澳門特區政府個人資料保護辦公室主任陳海帆女士向聯會會員講解《個人資料保護法》。

Ms. Sonia Chan, Coordinator of the Office for the Personal Data Protection, Government of Macao Special Administration Region, was invited to speak on "Personal Data Protection Act".

簡介講座

2009年7月9日及8月28日，舉辦了兩場簡介講座，向新會員講解《個人資料(私隱)條例》的條文和規定。

Introductory Seminars

The PCPD conducted an introductory seminar on 9 July and another one on 28 August 2009 to enhance new members' basic knowledge of the Personal Data (Privacy) Ordinance.



檢討《個人資料(私隱)條例》諮詢文件的簡報會

為讓會員更清晰瞭解對條例的檢討，公署在2009年10月6日及21日舉辦了兩場簡報會，由公署律師廖以欣女士主講，讓會員更清晰理解檢討《個人資料(私隱)條例》的諮詢文件的內容。

Briefing on Consultation Document on Review of the Personal Data (Privacy) Ordinance

To provide members with a clear picture of the review of the Ordinance, the PCPD organized two briefing sessions, one on 6 October and another on 21 October 2009, for members where Ms. Sandra Liu, Legal Counsel of the PCPD, familiarized members with the content of the Consultation Document on Review of the Personal Data (Privacy) Ordinance.



工作坊及講座

2009年12月及2010年1月，舉辦了八場「人力資源管理實務守則」及「如何處理查閱資料要求」工作坊，讓會員學習如何遵守條例在人力資源管理及查閱資料要求方面的要求。會員反應熱烈，接近280名會員參加。

Workshops and Seminars

In December 2009 and January 2010, a total of eight sessions of workshops on "Code of Practice on Human Resource Management" and "How to handle Data Access Request" were conducted for members in order for them to learn how to comply with the requirements of the Ordinance in relation to human resource management and data access request. The workshops were well attended by about 280 members.

講座、演講及展覽

(公開講座、機構講座、為特定團體而設的講座)

Seminars, Speaking Engagements and Exhibitions

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



為了加強資料使用者對條例的認識，及提醒他們保障個人資料私隱的重要性，私隱專員及公署職員在本年報期內繼續為62間公私營機構舉辦講座。此外，公署亦定期為市民舉辦了12次免費簡介講座，向市民講解私隱條例的主要規定。

To strengthen data users' understanding of the requirements of the Ordinance, as well as to remind them of the importance of personal data privacy protection, the Commissioner and his staff conducted seminars for 62 private and public organizations in the reporting year, a continuation of similar endeavors of previous years. The PCPD also organized 12 free public introductory seminars on the requirements of the Ordinance.

私隱專員及公署職員亦曾進行5次演講，推動商業機構、專業團體、非牟利機構及政府部門遵從私隱條例的規定。

The Commissioner and his staff also undertook 5 speaking engagements at business, professional and non-profit organizations as well as government departments.

曾參與公署舉辦的講座及培訓的機構名單載列於第164至166頁。

A list of organizations at which the PCPD staff conducted seminars and speaking engagements is included on p.164 to p.166.

教育及職業博覽2010

公署於2010年2月4至7日參加了香港貿易發展局主辦的「教育及職業博覽2010」，向年輕人及求職者傳達保障個人資料私隱的信息。求職者屬容易洩露個人資料的群體，公署特別提醒他們在求職過程中不要提供過多個人資料，也不要向「匿名」招聘廣告提供個人資料。

Education & Careers Expo 2010

To convey the relevant messages on the protection of personal data privacy to youngsters and job seekers, the PCPD participated in the "Education & Careers Expo 2010" organized by the Hong Kong Trade Development Council from 4 to 7 February. In particular, job seekers, a group seen to be exposed to the risk of personal data leakage, were reminded not to provide excessive personal data at the recruitment stage and not to hand their personal data to "blind advertisement" advertisers.

公署在博覽上向參觀者分發《個人資料好重要 保障私隱不可少 - 求職篇》單張。博覽舉行期間，公署職員亦舉辦了題為「如何在求職時保障個人資料私隱」的講座，並即場解答有關個人資料私隱的問題。



A promotional leaflet titled "Personal Data is Essential Protect your Privacy - Job Seeking" was distributed to visitors at the Expo. Staff of the PCPD also delivered a talk on "Protect Job Seekers' Personal Data Privacy" during the fair and provided answers to enquiries relating to personal data privacy.